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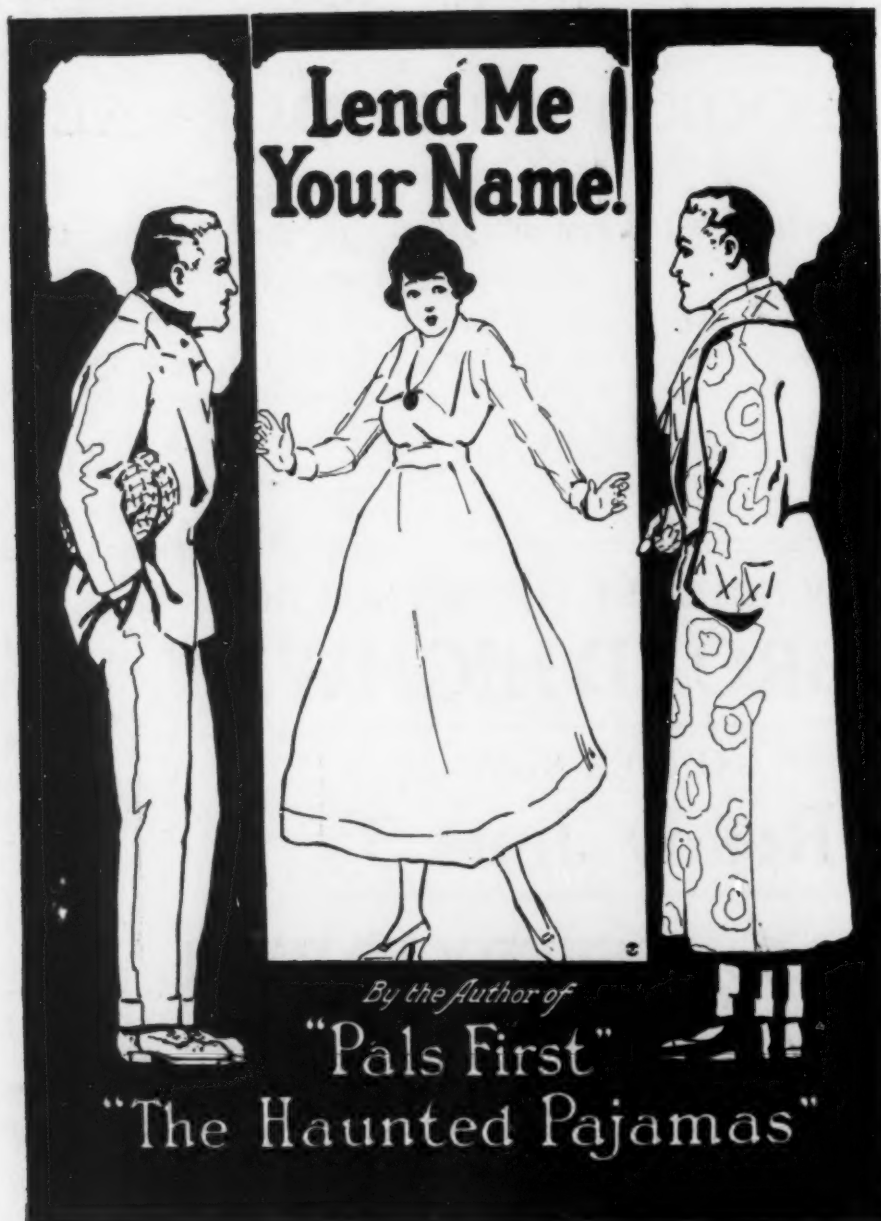
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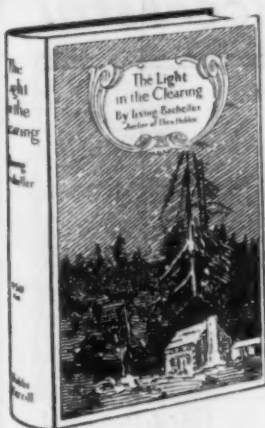
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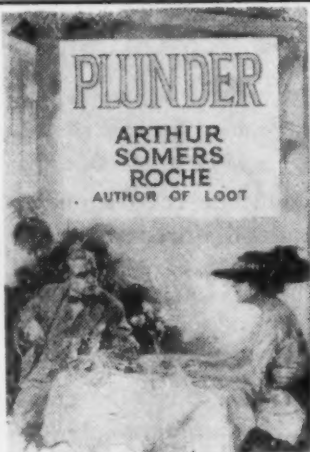
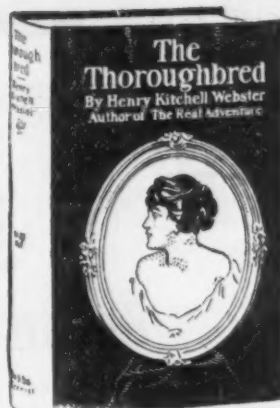
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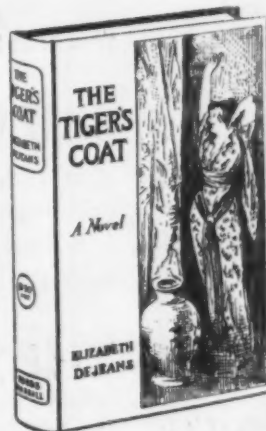
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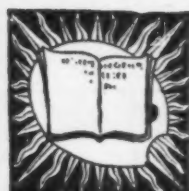
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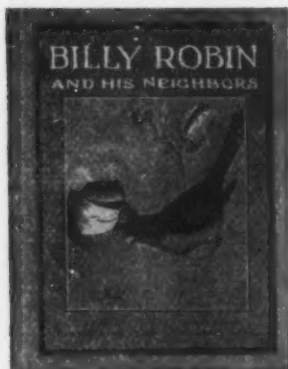
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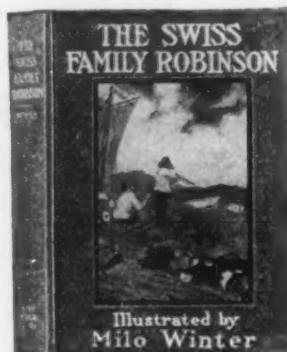
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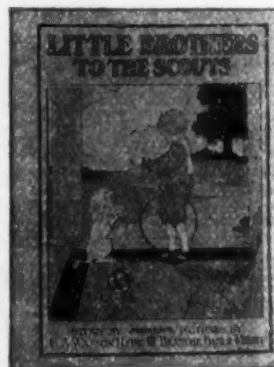
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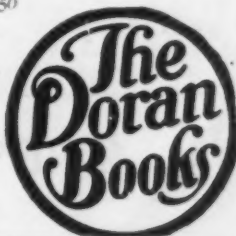
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The Publishers' Weekly

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May 26, 1917

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THE POSTAL TAX PROPOSALS

THE postal tax feature of the War Revenue Bill as proposed, modified and passed in the House is not merely a revenue proposal, but a measure of postal legislation, proposed by the Ways and Means Committee, in which the Post Office Department and the House Postal Committee had no hand. It has further been made a basis for a political attack on the periodical press by Claude Kitchin, the Democratic leader of the House, whose conscience and courage cannot be questioned, an attack which we believe mistaken in matter as well as unfortunate in time and manner. The various multiplications of second class rates—for the effect will be various on different classes of periodicals—coming on top of the doubling of the price of paper, would be practically prohibitive on certain classes of periodicals, and would result in loss to most periodical publishers as well as bankruptcy to some, for in the absence of previous notice, publishers have made contracts, both with subscribers and advertisers, which the Constitution of the United States as well as business ethics forbids them to violate. Practically, the inclusion of this scheme in the War Revenue Bill was certain to promote stiff controversy, which is seriously delaying the progress and passage of this bill at a critical time—so that from any point of view the act of the Ways and Means Committee has proved unfortunate.

As between the flat rate and the zone system, this is to be said: the flat rate, made by Rowland Hill the basis of modern postal systems, is national in character and gives every periodical an even chance thruout the land. A New York publication can circulate in California as cheaply as in New York—in fact,

under our present absurd postal regulations, more cheaply. The principle is applied with success in urban and suburban transportation, and Prof. Alexander Graham Bell, in an address reprinted in the *National Geographic Magazine* for February, 1917, advocates its extension to railroad transportation within a wider field, as Mr. James L. Cowles and the Postal Leagues advocate its general application. The objection to it is the undoubted fact that in this broad country transportation from one end to the other costs more than the Government gets for second class matter. The zone system is employed in the parcel post, tho on a complicated basis which demands improvement and is not wisely applicable in respect to bulk material sorted at the office of the publication. The present zone system splits thirty-one states and in three other states makes three zones within a state, so that the work required of the publisher and of the post-office to ensure a quick dispatch of periodicals would be serious indeed. The zone system, tho defensible on the ground of cost, would discourage what may be called national periodicals and encourage regional periodical publication. The objection would come home to Congress if speeches now franked were charged on the zone system, so that an eastern Congressman would pay a cent a pound, and a Pacific Congressman six or eight cents a pound on speeches for his constituents.

Furthermore, the postal measure was absolutely self-contradictory when it claimed that the Government suffers by long hauls, and then prohibited publishers from saving money for the Government by sending periodicals part way by express or freight, as they are now doing and as they certainly should have the right to do. Happily this provision was defeated before final passage by the House.

The Hughes Commission reported that the Government was carrying second class matter at a cost of several cents per pound beyond the returns. To this, periodical publishers make two defenses: that the Government thus promotes education, and that it also increases postal revenues thru the result of the advertising which the publications carry—in a word, that the periodicals are a publicity department for increasing Government postal business. Possibly the Hughes Commission overstated the actual cost to the Government, but the rate of one cent per pound is substantially below cost, and therefore periodical publishers may reasonably accept some increase, if of a

reasonable character and given with such due notice that contracts for subscriptions and advertising may be modified in advance. Whether this should be on a flat rate or on a zone system is a matter which should be thrashed out between the postal authorities and periodical publishers in conference. In any case, all periodicals should be placed on the same basis, and the Post Office Department should be given authority to simplify the conditions of admission and transmission of second class matter in a foresighted and intelligent manner.

A revenue measure is for the purpose of producing revenue. That this is not a revenue measure is further indicated by the fact that the indefensible free county abuse of the present law is specifically retained, that the one cent per copy for dailies at the post-office of publication is continued at one cent, even for Sunday papers, which weigh much more than one pound, and that the rate is actually lessened and the zone system made inapplicable in the case of "philanthropic" periodicals, whatever that may mean. Moreover, while the revenue would be increased from many periodicals, a very large proportion, as has been fully proven, would be thrown out of business, and the Department would receive neither revenue nor indirect benefit from them. A similar criticism must be made, at least partially, on the estimate of increased revenue of \$70,000,000 from increase in first-class postage, which presumes an additional cent can be collected on 7,000,000,000 pieces of first class matter. It is notorious that letters are promoted by cheap and discouraged by high postage, so that the number of letters posted would inevitably decrease. It must also be remembered that large quantities of closed circulars, now mailed at two cents, would be mailed unsealed at one cent with an absolute decrease of revenue; also that the increased price of postcards would greatly decrease the use of these as an advertising medium. In fact, the large decrease of first class business might so seriously decrease postal revenue *in toto* that the net surplus which the Government expects from the Post Office Department might be practically wiped out.

Congress should eliminate this postal tax feature from the War Revenue Bill, and instead take steps, or authorize the Post Office Department to take steps, for a conference of business representatives with the postal authorities, which would settle postal questions

wisely and justly in the interest alike of the Government, the publishers and the people.

At this writing, the postal feature in modified shape has been passed by the House, but the hearings before the Senate Committee are expected to result in Senate elimination. The House modifications make a graduated scheme to be operative respectively July 1 and November 1, 1917, and March 1, 1918, the first advance ranging from 1 1/6c. in the first zone to 2 2/3c. for the eighth zone, and the third advance from 1 1/2c. to 6c. respectively. If the zone system is to be adopted, we repeat the suggestion that it should be for three zones only, from, say 1 1/2c. to 3c. for all newspapers and periodicals on even terms, and applicable not before January 1, 1918, when subscriptions for the calendar year begin. If a flat rate is adopted, it should not more than double the present rate and should also give time for application. It is to be hoped, however, that the Conference Committee will agree on the elimination of this feature and that the whole matter be thrashed out provisionally by the Post Office and business authorities, on the excellent precedent of the preparation of the copyright code.

THE War Revenue bill also proposed to amend the tariff by abolishing the free list and substituting therefor a 10% duty, and by adding 10% to existing duties. The libraries are already protesting against removal of their free list privileges, altho from the book-trade point of view this would not be an unmixed evil. Book importers are also protesting vigorously against the duty on books and periodicals in foreign languages, which would create considerable present embarrassment. There seems to be some question as to whether the two changes subject foreign books at once to a duty of 25% instead of 10%, *i. e.*, the present 15% and the added 10% on books in general, and this is another example of the unfortunate haste and lack of thoro consideration in the preparation of the bill, which caused Mr. Kitchin to favor it "with his eyes shut." At the last moment the House made some exceptions which are by no means clear. It would be well should these doubtful features be eliminated and the bill, in its main features producing the maximum of revenue, passed without these incidental and questionable changes.

THE BOOKSELLERS' CONVENTION

IN so far as this year's convention was to a certain extent impromptu and its program experimental, it was not to be expected that its attendance would break any records and hardly to be hoped that it would be noteworthy for accomplishment. In at least one respect, however, this convention stood out from all previous booksellers' gatherings, for not only were there an unusual number of women present but they took an active part in the proceedings—the round table conference on juvenile methods being made up almost entirely of women.

The papers, tho few in number, were of unusual interest. On the practical side Mr. Estabrook's paper was easily the feature, while, for freshness of point of view and trade idealism, the talk by Mrs. Mowbray-Clark of the Sunwise Turn Book Shop stood out. Mr. Butler's long report, of course, was intended to strike the keynote of the convention on the constructive side. In the discussion of his resolution, the convention several times came to grips with fundamentals, but unfortunately the discussion only too often had an illusive habit on such occasions of wandering off into by-paths before anything was really thought thru.

As is usually the case with deliberative bodies above a minimum size, the impartial observer got continually a feeling that as soon as anything of real importance came up, it was turned over to a committee for genuine consideration and later report. Mr. Melcher, for instance, managed to drag in near the close of the convention the vital question of cost keeping in retail bookstores; but, after a brief and rather listless discussion, it was placed as soon as possible in the hands of a committee. Mr. Huebsch took occasion to speak likewise on the equally fundamental question of book-trade education, and the convention, upon the conclusion of his remarks, with as decent haste as was possible, voted that someone else—it was not quite clear who—should do whatever work was necessary. Mr. Melcher again at another session urged definite action by booksellers toward recovering the large and profitable field of sale for business books, which is now slipping away from the retail trade. He did not hesitate to criticise the trade for a condition which forces such a house as the Ronald Press to handle 85% of their books by direct sale or thru other than bookstore

channels, when they would very much prefer to deal thru the book-trade, and only thru the book-trade, provided equal results could be obtained by them. The only apparent result from Mr. Melcher's comment was his speedy sentence as a committee of one to look into the matter!

Two things can be said, however, to have emerged distinctly from the two days' discussions: the inadequacy of the retail book-trade's handling of certain specific book fields; and the obviously unfair competition of certain publishers—tho by no means all—who not merely do direct selling to the bookseller's own customers, but cut under the bookseller on price. It was also clearly brought out that this demoralizing situation was largely due to the unorganized condition of the publishing trade; and the difficulty of finding any solution for the problem was emphasized by this same lack of organization.

The real problem confronting the booksellers, of course, is to make their own organization something more thoroly representative of the trade. When the great majority of the dealers of the country shall be enlisted in joint association work it will be possible to put a workable, standardized cost system in wide operation; to formulate concrete practical standards for retail trade practise and to put them into effect; to promote by mail-order methods and by subscription book methods as well as by best accepted retailing methods, **the sale of books by booksellers.** For, when the book-trade shall, with adequacy, fulfill its function as the machine for retail book distribution in this country, the problem of securing the co-operation of the publishers will be largely solved. In the meanwhile, as was clearly brought out in the convention discussion, any publishing house which deliberately undersells a bookseller customer to that bookseller's own clientele, is committing a sort of merchandizing *harkari*.

The resolution of the Board of Trade was adopted by the convention. So long, however, as the retail book-trade is made up to any large extent of order-takers instead of book-sellers, and the publishing trade is made up to any large extent of what Mr. Melcher termed "selfish individualists" who care more about a small immediate extra profit than they do about the prosperity of the trade at large just so long will the path of book-trade reform be a hard one.

The Seventeenth Annual Convention of the American Booksellers' Association

OFFICERS, 1916-17.

WARD MACAULEY, PRESIDENT, Detroit.
WALTER S. LEWIS, FIRST VICE-PRESIDENT, Philadelphia.
F. G. MELCHER, SECOND VICE-PRESIDENT, Indianapolis.
LOUIS A. KEATING, THIRD VICE-PRESIDENT, Brooklyn.
WALTER V. MCKEE, SECRETARY, Detroit.
EUGENE L. HERR, TREASURER, Lancaster, Pa.

EXECUTIVE COMMITTEE.

JOHN G. KIDD, Cincinnati, O.
CHRISTOPHER G. GRAUER, Buffalo, N. Y.
CHARLES E. BUTLER, New York City.
LUTHER H. CARY, Boston, Mass.
H. V. KORNER, Cleveland, O.
THE PRESIDENT, SECRETARY AND TREASURER.

BOARD OF TRADE.

CHARLES E. BUTLER, New York City.
W. B. CLARKE, Boston, Mass.
WALTER S. LEWIS, Philadelphia, Pa.
L. A. KEATING, Brooklyn, N. Y.
V. M. SCHENCK, Boston, Mass.
FREDERICK G. MELCHER, Indianapolis, Ind.
W. H. ARNOLD, New York City.
RICHARD F. FULLER, Boston, Mass.
E. BYRNE HACKETT, New Haven, Conn.
HENRY S. HUTCHINSON, New Bedford, Mass.
Alternates:
THEODORE E. SCHULTE, New York City.
F. D. LACY, New York City.
CHARLES A. BURKHARDT, New York City.
EDWARD MOREHOUSE, New York City.
A. G. SEILER, New York City.

MORNING SESSION—FIRST DAY

The Seventeenth Annual Convention of the American Booksellers' Association was held at the Hotel Astor, New York, on May 15th and 16th, 1917.

The meeting was called to order by Mr. Ward Macauley, the President, at 10:00 a. m.

PRESIDENT MACAULEY: Ladies and gentlemen, we will listen to the official call of the convention read by the Secretary.

[Secretary McKee read the official call.]

PRESIDENT MACAULEY: In order to secure permission to make them *before* the change of plans was made three special bulletins were sent out to the membership of the association and others under two-cent postage, telegrams and many individual letters were also sent out, and two advertisements were published in the PUBLISHERS' WEEKLY. Last week a special final invitation was sent out to fifteen hundred booksellers and publishers.

We will now listen to the report of the Program Committee, Mr. Melcher, Chairman.

MR. MELCHER: The Program Committee, as usual, presents its report in printed form. I want only to make one or two comments. When the Boston meeting committee telegraphed me that it was to be a two day convention I found that we could have the complete program as planned, with the exception of one feature. As that feature had appealed to me a good deal, I hope next year it can be introduced by whatever program committee we have. All the other features are intact.

I call your attention to the afternoon item, "New Channels of Bookselling." These speakers were selected not because they happened to be women but because the new channels happened to be women.

I also ask your co-operation in the Wednesday morning program of the Round Table. This plan is usual in many conventions. Some problems are vital in one particular kind of store, and if we can subdivide questions of store efficiency into different types of stores, we shall get much more helpful talk. Tomorrow morning you should meet with whatever group you are most keenly interested in.

[On motion of Mr. Herr, duly seconded, the Program Committee's report was adopted.]

THE CHAIRMAN: We will now listen to the Treasurer's report by Mr. Herr, of Lancaster:

TREASURER'S REPORT, MAY 11, 1916, TO MAY 11, 1917.

Balance in Treasury, May 11, 1916.....\$1441.10

RECEIPTS

1915 membership dues.....	\$15.00
1916 membership dues—	
58 members at \$10.....	580.00
4 members at \$5.....	20.00
1917 membership dues—	
195 members at \$10.....	1950.00
8 members at \$5.....	40.00
1 member at \$2.....	2.00
	2607.00

PUBLISHERS' WEEKLY (1-3 share of reporting convention).....	50.00
Sale of office furniture.....	24.00
Balance from petty cash box.....	1.88

Total\$4123.98

DISBURSEMENTS

Rental of office for 11 months at \$20	\$220.00
General Shorthand Reporting Co. for reporting 1916 convention.....	150.00
American Fair Trade League—membership dues	100.00
Stewart & Kidd Co.—programs for 1916 convention	22.50
Expenses of 1916 Program Committee at convention	15.69
Standard Metal Specialties Mfg Co.—badges	57.00
Grace E. Going—petty cash box....	50.00
R. R. Bowker Co.—advertising in PUBLISHERS' WEEKLY	28.00
Rider Press—650 copies annual report	169.45
Exchange on checks, Metropolitan Bank, N. Y.....	1.17
Geo. H. Newbolt—watch for J. J. Wood	90.00
L. A. Keating—expenses for 1916 convention	80.00
Miscellaneous printing bills.....	27.51
L. B. Herr & Son—printing stationery, bulletins, etc., and postage...	136.69
Macauley Bros.—postage	27.33
Macauley Bros.—clerk hire and stenographer	88.00
L. B. Herr & Son—clerk hire.....	86.00
Ward Macauley—traveling expenses..	200.00
Expenses of E. L. Herr and Walter Lewis to New York Conference...	15.40
Board of Trade—printing and stenographer	27.10
	\$1591.84
Balance on hand May 11, 1917.....	2532.14

\$4123.98

THE CHAIRMAN: It is customary to refer the Treasurer's report to an auditing committee. A motion to do so would be in order at this time.

[Mr. Schenck moved that the Treasurer's report be referred to an auditing committee, and the motion prevailed.]

MR. HERR: I meant to add to that report that a careful calculation of our membership, after deducting members who have fallen out on account of arrearage of dues and resignations gives us a membership in absolutely good standing of 260.

THE CHAIRMAN: In arising to address the convention will you please immediately state your name and the city from which you come clearly and distinctly for the benefit of the stenographers, and in bringing any matter before the convention try to keep to the order of the program. Speak concisely and give others an opportunity. There are going to be a great many important questions brought up and we want to get the benefit of the advice of every one.

The next thing in order according to the committee's program is the address of the President.

PRESIDENT'S ADDRESS

The American Booksellers' Association has assembled for its annual convention under conditions of great national concern. The very fact that we are meeting in this room brings to mind the great crisis which confronts the nation of which we are a part. Had this crisis not come to us, we would at this moment be receiving welcome at the hands of our Boston hosts and be looking forward to the pleasant social features they had planned for us and which are held in store for a later time. This gathering, with energies set only for business that will lead us to better bookselling, impresses firmly in the minds of all of us that we are living in great days.

As booksellers, we must face our duty in this hour, proving ourselves first of all Americans and evidencing to all the world that familiarity with the printed page has not dulled our sense of the realities of life.

Our economic duty is to keep the wheels of business moving as smoothly as possible, to the extent of our influence. Now is no time for panic, no time for hoarding, no time for hysteria. For everybody to keep money out of circulation in order to contribute later on to worthy war causes is the most certain way to insure that no one will have much to contribute. Business is easily influenced by psychological conditions. Now is the time to be optimistic, far-seeing, to be overcoming obstacles rather than suffering discouragement. A prosperous country is needed to put behind this war the power that will mean a successful conclusion. That the American Booksellers' Association is amply justified in holding its regular annual convention for the transaction of its business and for the purpose of stimulating us all to greater business efficiency is attested by the fact that President Wilson himself, who certainly desires wholehearted

prosecution of the war, advised the world's Salesmanship Congress to proceed with plans for its second annual meeting.

Booksellers are, and should be considered, men of more than average influence in their various communities. We should therefore solemnly pledge our best efforts, at all times, in the interests of the highest order of patriotism, exemplified daily in word and deed, a true and sincere allegiance not only to our country as represented by its government but to the great principles of human liberty and justice for which our beautiful flag should ever be the symbol.

A manifest and holy duty confronts us as booksellers in this national crisis. The best selling book in the world tells us that "my people are destroyed for lack of knowledge." As booksellers we are engaged every day in the dissemination of knowledge. What we have mankind needs more vitally than it needs many so-called necessities. It may not always be possible for us to refuse to sell books which we believe to be pernicious either because of immorality, untruthfulness or other fault, but it always remains within our province to work actively in the interests of books which we believe to be good and true and inspiring. We can discourage the unworthy and increase the circulation of the true. In these great days much will be written of particular bearing on this crisis, on America's position in the world, on the future of democracy, on human progress and all the other great vital topics of which we are thinking. It will be our part to secure the widest possible circulation for those books which make for real patriotism, to multiply our personal influence a thousand fold thru the books we sell. To do this, we must know our product so that we may serve our public efficiently and intelligently. Quite aside from the profit involved, every bookseller should place real energy behind the effort to secure general reading for books which teach us to know our country better, to love more ardently the great principle of human liberty and justice toward which America must lead the world, books that inspire to devotion and to sacrifice.

Let us not be like the shoemaker, whose children they say go bare-footed, but rather let us come to our task of bookselling with ripened knowledge and vital love for the thing we sell. Let not only "business as usual" be our motto but, more than that, "better business than usual," and not merely in the sense of quantity but better in the very conduct of the business itself, with increased emphasis on industrious devotion to our calling and increased emphasis on our duty of service. If the fortunes of war make gaps in the ranks of our employees, let us accept the situation as part of our "bit" which we must do and maintain—increase if possible—the efficiency of our organization by the utmost consecration of personal service and enthusiasm. Let us not retrench, not economize in any narrow or hysterical sense, but let us work harder and to better purpose, making better use of what

we buy, eliminating waste where we can. Let us look beyond, if we have the faith to do it, past the red struggle of the now into the days of peace and democracy triumphant that are to be.

We are gathered here to discuss methods of action which will lead to better bookselling. Every one should lend of his counsel and experience. The things which we learn here in this convention we should carry home with us and, as far as we can, put them into effective use. It is not the sermon the minister preaches on Sunday morning that counts, it is the sermon that is lived seven days a week that achieves results. I place it on your conscience and on my own that we make the best possible use of the added light we will all be given in these two days of earnest counsellings with one another.

During the past year, we have laid down as a principle the statement that "the bookstore is the natural channel for the distribution of books." This principle remains thus far unchallenged by any member of the trade, either publisher or bookseller. It can hardly be successfully challenged. A city of a hundred thousand inhabitants with a good bookstore will use more books than a city similar in size and character without a bookstore. There is no plan in use or proposed by which results can be obtained equal to this natural means by which a stock is maintained and the public given the opportunity for examination and selection.

Our emphasis during the past year has been laid on this point, and if we truly believe that the bookstore is the natural channel for the distribution of books, why not always act as if we believed it? Instead of seeking other forms of distribution, why not constructively upbuild this best form? This applies with equal force to publishers and to booksellers. Is it not monumental folly for a publisher to congratulate himself on his greatly increasing mail order trade if this means a subtraction from the bookstore's patronage? Should not every publisher devise all possible means for upbuilding the bookstore's business, knowing full well that he cannot fail to share in its prosperity? On our part, as booksellers, should we not constantly strive to prove practically true that which we theoretically maintain, that our stores provide the best method for book distribution? Should we not lend ready ear to any publisher's offer of co-operation? Should we not prove ourselves in our own establishments workmen that need not be ashamed? Our association should lend solid support to all proposed methods which tend toward the upbuilding of the bookstore. Also, as individuals we should be ready, in season and out of season, to devote all possible effort and influence to the same end.

The Board of Trade of the Association under the far-sighted leadership of Mr. Butler has long since recognized that many book-trade practices do not tend to conserve the bookstore. In many lines the division of the duties of producer, wholesaler and retailer

is definitely understood. In bookselling this is unfortunately not true. Investigation seems to indicate that the more sharply the processes of producing, wholesaling and retailing are separated, the more healthy the condition of the business. We know for example that in the talking machine business respective functions of producer, wholesale distributor and retailer are distinctly marked. The public at large does not purchase records by mail from the producer, and neither the producer nor the distributor recognizes a consumer as a wholesale buyer simply because he may purchase a dozen records at one time. In the book business, where the distributing processes are admittedly imperfect, may we not learn from the methods used in one of the most prosperous of all modern lines of trade?

To bring about radical and positive action in this vital matter the Board of Trade has formulated a resolution calling on publishers and jobbers to effect a reform in this direction, remedying the present hopelessly confused conditions, which certainly do not conserve the bookstore, and moving as rapidly as possible toward a correct division of producing, distributing and retailing. This resolution stands as the result of many months of the most earnest consideration and thorough discussion. It deserves the utmost of careful thought from every person here. If we decide that it is right in principle and that it will work to the general benefit of all, booksellers, publishers and public alike, it is our duty to exercise every effort in its behalf despite obvious difficulties in the way. It would seem that the book business cannot be so fundamentally unlike other forms of trade that what has proven the best practice elsewhere should be unfitted to our particular case. Above all let us avoid perfunctory approval. If the resolution deserves support, let it be wholehearted. Let us not be content with futile criticism of individuals. Faulty trade practice can never be laid at the door of any one man or group of men. Let us counsel together, without heat and without prejudice, and proceed unitedly to bring about those trade conditions not which serve selfish interest alone but which will place our calling on a sound basis for efficient service to the buying public and to the public which ought to be book-buying. Any less aim should have no part in the ideals of the American Booksellers' Association.

During the past year, we have issued from our Detroit office the *A. B. A. Bulletin* with the idea of keeping the members in closer touch with each other and with the work of the Association. The *Bulletin* has given wide circulation to many points which have come before the president's observation during the year and to ideas and suggestions sent in by publishers and booksellers. The *Bulletin* has also served to impress upon members the fact that the association is in operation the year round and not at convention time only.

The matter of a more general membership should engage the attention of the Association.

In order to speak authoritatively for the book-selling trade, we should have either in our membership or in affiliation, the great majority of American booksellers. Progress in this direction has been made along two lines. The membership committee has selected several state lieutenants who have been engaged in making surveys of their states in an effort to secure authoritative information regarding all who sell books. The plan was to secure such lieutenants in all states and to make an appeal in the interest of the Association both direct and thru the state representative. It has not been possible to put the plan completely into force but some results have already been secured and it is to be hoped that the work may be continued and carried to a conclusion. The office of the Association should be in possession of the most complete and accurate list of booksellers in existence. Aside from direct work in the interests of the national body, a great deal has been done in the way of state organization. This has usually been done by local men, and therefore is not an achievement of our association, but it has a very direct bearing upon our future. There should be a great many state and local associations and some means should be found to affiliate them all with the national organization. To provide such a plan should surely be one of the tasks of this convention.

The constitution of the Association should be completely revised. It has so long been in disuse that its authority is no longer invoked when any measure comes up for discussion. It was written for conditions that no longer obtain and should be superseded by a concise, workable document, elastic enough to provide reasonable liberty of action. The president recommends the appointment of a committee of three to perform this work, that the convention authorize the submission of their completed work to the membership for a vote by mail, and that the proposed constitution be considered adopted if an affirmative vote of two-thirds of those voting be obtained.

Let us put the best of ourselves into this convention, striving to make it accomplish more than any we have ever held. Then let us go home resolved to put more inspired enthusiasm into our work than ever before. Ours is a difficult task and therefore the more worth while. Stern necessity impels the consumer to the butcher and the baker and the clothier, while we must persuade to our product. Yet, if we recognize man as anything more than a physical being, mental food is not a luxury but a vital need. Books are not merely passing entertainment but are the nourishment of the soul. Let us exercise every honorable effort in the interest of increased business, not alone as a matter of profit, but because we believe in the essential worth of our calling. Let us place the aims of this Association on the high ground of real service, believing, as we have a right to believe, that no institution which renders genuine service will ever be destroyed. To foster the love of reading and the ownership of books is an eminently worthy task and one to which we may well devote

ourselves, at the same time striving always to keep our profession on a basis of reasonable recompense for the service rendered. "The laborer is worthy of his hire."

Let our counsellings together be marked by harmony and co-operation to the end that when we part not only this Association but all engaged in bookselling, whether as publisher, jobber or retailer, may be increasingly united, ready for the glorious future which awaits us if we but deserve it. [Applause.]

THE CHAIRMAN: The Chairman will appoint the following committees:

AUDITING COMMITTEE—Henry Saunders, Chairman; Theodore E. Schulte, C. L. Traver.

NOMINATING COMMITTEE—H. V. Korner, Chairman; John Sterling, M. J. Nusbaum, F. W. Dickerson, E. I. Hyke.

RESOLUTIONS COMMITTEE—V. M. Schenck, Chairman; Fred E. Woodward, A. B. Fifield, John G. Kidd, R. F. Fuller.

We will now listen to the report of the Board of Trade by its Secretary, Mr. Keating. [Applause.]

MR. KEATING: Mr. Chairman, Ladies and Gentlemen of the Convention, our worthy President has so adequately covered the special work of the Board of Trade in his admirable address that it seems almost useless for me to present it here.

REPORT OF THE SECRETARY OF THE BOARD OF TRADE

Regular meetings of the Board of Trade were held on May 16 and 18, September 26, October 26, 1916; January 30 and March 21, 1917.

At an early meeting of the Board the following officers were elected: chairman, Chas. E. Butler; secretary and treasurer, L. A. Keating. Mr. Keating was elected as a regular member of the Board to fill the unexpired term of Mr. Clarke, resigned, and Mr. Melcher to fill the term of Mr. Macauley. Mr. Whitworth was elected an alternate.

Many important trade questions have been considered and wherever possible action has been taken. The following resolution was adopted and given publicity thru the trade journals—"The Board of Trade of the American Booksellers' Association cannot approve the direct solicitation of Library Business by the publishers, either with or without a trade allowance." The conviction of the Board has been slowly crystalizing that, of the many reforms possible in the book-trade, the need to conserve the interests of the retail bookseller in his legitimate and proper function as the retail distributor of books is immediate. Early in the year the Chairman presented for consideration the following resolution: "Resolved that publishers and jobbers of the United States and territories be individually requested to sell their publications only to merchants engaged in the selling of books and for a profit, especially one who has a place of sale and a stock of goods, a trade, a buyer to sell again." The resolution was widely discussed and a committee appointed to investigate and report the viewpoint of book publishers and booksellers as to the prin-

ciple involved and to ascertain the practices in other lines in this direction.

The report on these investigations resulted in the appointment of a committee to formulate a resolution that would embody the principle that "competition between manufacturer or producer, and retailer and distributor, is detrimental and should be eliminated." The following resolution was subsequently adopted:

"WHEREAS: the practice of selling books at retail by publishers and jobbers has become increasingly prevalent of recent years and has already weakened the American book-trade and, if continued, threatens its eventual destruction; and

"WHEREAS: in every line of merchandising the present tendency in trade in this country is toward a strict and mutually exclusive delimitation of the functions respectively of manufacturer, jobber and retailer; and

"WHEREAS: publishers, tho led into the practice of selling at retail largely by tradition and by the generally admitted inadequacy of retail distribution in the book-trade, do, we believe, sincerely deplore any necessity for so doing and are desirous of doing everything in their power to strengthen retail distribution by making it more widespread and more effective—

"NOW THEREFORE, we, the Board of Trade of the American Booksellers' Association, representing, directly or indirectly, the practically unanimous sentiment of the retail booksellers of the country, respectfully ask that you as a publisher do your utmost to correct the abuse complained of to the end that as far as and as soon as possible the sale of your books be confined to merchants who sell books for profit, having a place of sale and a stock of books, and that the sale of your books to the consumer direct may be completely discontinued; and that you do everything further in your power to put the book-trade in the sound position which is predicated on the basic separation of the function of publisher, jobber and retailer outlined above;

"AND WE ASK FURTHERMORE, that immediately in line with this ultimate end sought, you, if you do not already do so, will insert the words 'Postage Extra,' or an equivalent phrase, upon all your advertising and circular matter, and in all cases where in print the prices of your books are quoted to the buying public; that in all your advertising or circular matter addressed to the buying public you insert the phrase 'For Sale at Your Bookseller's,' or an equivalent; and that in your place or places of business you post a suitable sign or placard, conspicuously placed, bearing the words 'No Goods Sold at Retail,' or their equivalent."

Following is the gist of the replies received from publishers:

FREDERICK A. STOKES CO.

It is our custom to print on all advertising matter "Please order from your bookseller," "For sale at all bookshops," or something equivalent. As a result of these tactics,

the sales to consumers direct have become almost negligible.

HARPER & BROTHERS.

Anxious to co-operate in every possible way with booksellers. Feel he is largest distributor and should receive cordial support.

DODD, MEAD & Co.

Make it a practice to turn trade for our books in direction of bookseller wherever possible, and avoid campaigns soliciting direct business. Welcome any co-operation to strengthen the bookseller and insure a sounder background for our business.

BAKER & TAYLOR Co.

Acknowledge communication, giving contents careful consideration.

FREDERICK WARNE & Co.

Wish to record hearty agreement with resolution. Our rule is to refer all requests for catalogs and information to local dealer. Prefer not to deal direct with consumer.

D. APPLETON & Co.

It gives us pleasure to say that this company is in thoro accord with the resolution, with the exception of request that sign be placed in office: "No goods sold at retail." We don't encourage direct sales, but don't refuse to make them, list prices being invariably charged.

T. Y. CROWELL Co.

Glad to insert "postage extra" and "for sale at your bookseller's" in circulars and advertising. We have very few direct orders and they are confined almost entirely to points not reached by booksellers.

PENN PUBLISHING Co.

We do everything we can to have all orders for books, both from individuals and libraries, come thru local dealers.

MACMILLAN Co.

Assure you of our entire sympathy with the purpose of your committee set forth in the resolution. We have never believed in the policy of attempting to direct business from the bookseller direct to the publisher. Our efforts have constantly been in the direction of consolidating our interests with the bookseller's and backing up the service which he alone can satisfactorily give the purchaser of books. Wish to co-operate in every possible way.

SMALL, MAYNARD & Co.

✓ We believe that actions speak louder than words. Wherever possible we insert in our advertising: "These prices are the prices you pay your booksellers. When ordering direct from us, add at least 10 per cent to pay carriage charges;" and, "We urge the purchase of our books, wherever possible, thru your bookseller saving you carriage charges. If he does not happen to have in stock the book or books you want he will be glad to get them for you."

LITTLE, BROWN & Co.

We are not attempting to do a direct mail-order business. In the majority of our ad-

vertisements we run a line "for sale by all booksellers" and in our circulars the same phrase usually appears. However, the lack of bookstores in certain parts of the country prohibits, it would seem to us, any possibility at the present time of book publishers carrying out the suggestion of the Board of Trade. As to your suggestion that the words "postage extra" be inserted upon all our advertising matter, we do not view this as practical.

[MR. KEATING, continuing his report]: The response from local associations to this resolu-

tion has been very cordial, and they have pledged a united support. The Board of Trade present this resolution to you at this convention for further consideration with the consciousness that it involves a great deal more than appears on the surface; our ultimate aim is to make it completely operative in all its ramifications. [Applause.]

THE CHAIRMAN: At this time the floor will be granted to Mr. Butler for thirty minutes, or until 11:30, if necessary, for the discussion of this topic. We will not, however, discuss it until this afternoon.

THE DIRECT SELLING PROBLEM

By CHARLES E. BUTLER, *Brentano's, N. Y., Chairman Board of Trade of the American Booksellers' Association*

We are once more gathered together in convention to take up and consider various problems that affect the bookselling trade. The past, as you will recall, has had many problems, some of which have been solved and some of which have not. Apparently, at the time of their consideration, they seemed impossible of solution owing to the diversified interests involved. We are now facing a similar difficult situation. The same diversified interests exist, and the tasks before us are as difficult as any we have been called upon to face.

These problems are placed before you, not as an expression of any official sanction or approval of the Association, but as the views on existing conditions of one member of the American Booksellers' Association, upon whom all responsibility rests for anything that may be said or statements made.

In presenting these statements to you, every effort has been made to do so fairly and impartially. It is done with the hope and expectation that it will place clearly before you the great problems concerning the future prosperity and success not only of yourselves, but of the entire book-trade of the United States in all its branches. We honestly and truly feel that this can be brought about by the united efforts of publishers, jobbers, booksellers and public libraries. To that end we hope all will unite fearlessly, hopefully and with proper regard for their mutual interest, and so bring about a happy issue out of all our troubles.

The presentation of our case involves the clear and brief stating of a series of problems, all of which are connected one with the other, and therefore require of us their consideration as a whole,—the library situation, some publishers and some jobbers, and not the least, all booksellers. It is hoped that this effort to state the situation clearly may have been accomplished, and in any event your kindly consideration and forbearance are asked, bearing in mind the difficulty of the task. Upon the booksellers rests the responsibility of accomplishing much or nothing.

THE BOOKSELLER AS AN EDUCATOR

There are two nationally important educational institutions in the United States—booksellers and the public libraries.

As an educational institution, the booksellers of the United States are equal, if not superior, to the public libraries in their work. The book-shop in any community is important, educational and elevating, not supported, however, by public money, but depending solely upon its own efforts. The bookseller, good, bad or indifferent, as you please, gathers together such books as he can and, according to his ability, makes strenuous efforts to sell books of every description.

He aids and advises many, he creates book-buyers, he urges the ownership of books, he draws about him a clientele whom he helps educate, whom he leads on to the love of reading, study and self improvement, and, above all, he endeavors to induce the possession of a personal library in the home of as many books as can be afforded. He can be, and generally is, a power for good in his community in the making of a better citizen.

The famous Henry Ward Beecher, in speaking of books and their individual ownership, said:

"Books are the windows through which the soul looks out. A home without books is like a room without windows. No man has a right to bring up his children without surrounding them with books, if he has the means to buy them. It is wrong to his family; he cheats them. Children learn to read by being in the presence of books. The love of knowledge comes with reading and grows upon it, and the love of knowledge in a young mind is almost a warrant against the inferior excitement of passions and vices. A little library growing larger every year is an honorable part of a man's history. It is a man's duty to have books; a library is not a luxury but one of the necessities of life."

This mission, this great work, the bookseller does according to his means and ability.

Many enemies assail the bookseller, the very nature of his business making him particularly vulnerable and desirable, for the operations of economic grafting, singly and collectively. Seemingly he exists for certain parts of the community, who demand of him service without profit, nor is he alone dependent on the general public for this service, but he also receives liberal treatment along the same lines from some publishers and some jobbers, who likewise demand of him service without profit. Against this unfair trading the booksellers of the United States are now protesting.

THE PROBLEM OF THE PUBLIC LIBRARIES

Our greatest complaint as to economic grafting and unfair trading is against an educational institution supported by public taxation, the public libraries of the United States. For their own selfish purpose and gain, ignoring absolutely the right of others to exist, they have waged war bitterly and remorselessly against the booksellers of the United States, with the purpose and determination to break down the last line of defense which the bookseller has built up about himself that he might survive, that of fair trading and standardization of price.

A glimpse into the tragic past—and not so far back but that most of you have vivid recollections of it—when cut-throat competition and economic grafting, brought the booksellers and the entire book-trade to the verge of annihilation, opens up to you a vista of the possibilities we are now facing. To the public libraries of the United States, the past is equally familiar. Surely we have not forgotten with what desperation we fought for fourteen long years for our salvation, nor have we forgotten the privilege we had of paying thousands of dollars for putting up the defense we made. Those publishers and booksellers who fought that fight should live long in our memories as men who struggled against great odds and won the privileges and the general uplift of the book-trade which you have been enjoying during these years.

Again you are threatened, not only from without, but from within. Again you are summoned to the defense of your rights to do business as merchants, with a fair and reasonable profit, and by all the means that "fair trading" implies. Is this "educational institution" of the booksellers worth the saving?

The winning from "any price" to "net" and the ensuing trade conditions brought salvation to the bookseller, and helped check the inroads of the "economic grafters," except from the *public libraries of the United States*, whose existence and support is derived from public taxation.

THE DEFENSE OF THE LIBRARIES

In defense, the public libraries assert that "libraries which are supported by public taxation for educational purposes, and which are practically wholesale buyers, should not be on the same plane as the private individual."

Upon this ground the public libraries, supported by public taxation, justify themselves and what conscience they may have, in their bitter attack upon the booksellers. From the very beginning of the net system the public libraries have endeavored to break it down, asserting their right and full warrant to despoil to the limit for their own selfish gain a similar educational institution, the booksellers of the United States.

The greater the demoralization in the book-trade, the less regard for fair trading or trade ethics, the greater are the possibilities of gain for the public libraries, for, like all

economic grafters, they fatten on the business demoralization of others. It therefore follows, that the old regime of some years ago, and the bitter and bottomless cut-throat competition that prevailed, *must be* the ultimate desire and aim of this rival educational institution, the public libraries.

The demoralization of the book-trade today is the worst in recent years. The part the public libraries have had in bringing this about is great; in fact, they can easily be assigned the premier position.

The purchasing by the public libraries at a fixed scale of discount that followed the net price system, was not to their liking. Judging by their record and success in bringing about this state of affairs, it may fairly be said that they have used all the arts and wiles of economic grafting in breaking down and threatening the existence of the net price system.

They undoubtedly argue that there is no reason for them to submit to a restricted discount when they bought before at virtually trade rates. Were they not an educational institution? Were they not supported by public taxation? Were they not fairly liberal buyers, and as such were they not warranted in doing all they could in forcing one dealer against the other as to price, by every artifice possible? If the booksellers could not sell them on these terms, why should not the publishers and jobbers? What happened to the booksellers was no concern of theirs. If their methods endangered the net price system by bringing about "possible questionable business ethics" or "merchandizing degeneration" among members of the book-trade, that also does not concern them, for it is by these methods they gain. "The end justifies the means." Booksellers undoubtedly suffer, the net system is threatened, but they are not conservators of the bookseller or of the book-trade. They are spending public money, and doing so demands that they purchase at a price if they can, by any means they can, oblivious of whether by so doing a whole trade or part of a trade is harmed and injured thereby. The public must be served.

This quotation from a letter by a member of the Public Library Commission of Indiana, well expresses their attitude toward and opinion of the book-trade.

"Economic grafters we libraries may be, but I believe the consciences of most of us assure us that when we are spending public funds with a view to maximum returns for least possible expenditure we are justified only in obtaining the lowest price possible, regardless of business discomfiture of our local dealers, and the possible questionable ethics of members of the book-trade. It is no longer necessary for a library to buy at a fixed scale of discount, and every library is justified in getting the most advantageous prices, regardless of the indulging of dealers in merchandizing degeneration."

THE MORAL RESPONSIBILITY OF THE LIBRARIES

How pleasing, how gratifying it must be to some publishers, some jobbers, some booksellers, who have rendered such great service to the public libraries, who have contributed so largely to their financial support at the expense and sacrifice of the booksellers, to

be spoken of by their beneficiaries as "merchandizing degenerates" and given to the practice of "possible questionable ethics"! What have some of the book-trade been doing to call for such cutting criticism in return for such service rendered?

This scathing criticism must apply equally to the public libraries as partners in the transaction, in having incited the deed, for by the "possible questionable ethics" and "indulging in merchandizing degeneration" by members of the American Library Association, they have brought some publishers, some jobbers and some booksellers, as well as themselves, into this sad and lamentable condition, with the bookseller as the victim. With this record, may we ask what is the moral standing of this educational institution, the public library?

Such practices here indulged in by all public libraries, by some publishers, some jobbers and some booksellers, together with similar conditions in other trades in the United States, have brought about a great movement thruout the country to pass the Ashurst-Stevens bill for price standardization and protection from "merchandizing degeneration" and "possible questionable business ethics," which lead to the final result "cut-throat competition," whither we are tending.

The business of the country thrives only when certain well defined rules and customs of merchandizing are followed by wholesale dealers selling to retail dealers, who in turn sell to the consumer, and is brought to the verge of commercial ruin when the wholesale dealers sell to the consumer in whole or part, at the same rates of discount given to the retail dealer. For the benefit of the community as a whole, this line of demarcation must exist and be maintained.

THE INJUSTICE OF THE LIBRARIES' POSITION

Why should the public libraries expect or demand the right to be placed on the same plane as the retail bookseller? In no sense are they dealers; they do not buy to sell again. By all laws of commercial practice, the world over, they are consumers, simply varying in large or small degree as to their purchases.

What right have the public libraries to any discount at all? The reason they advance is that they are relatively large buyers and that they are a public institution. They are supported by public taxation, but that does not make dealers of them. Nevertheless, for the reasons given, they demand of the book-trade the most liberal discount on all the books they buy. Do these same reasons enable them to demand and obtain a discount or trade rates from the commercial bodies from whom they purchase, or do other institutions similarly supported buy their drugs, instruments, supplies, etc., at trade rates?

In spite of these objections, the public libraries have always been fairly treated by the book-trade, even when the limited discount prevailed. They cannot disclaim having full knowledge of the difficulties of bookselling,

its costs, its expenses, its profit and loss, for it has been placed before them by facts and figures. Nevertheless, they have been the persistent and bitter enemies of the booksellers of the United States, despoiling them of their legitimate business and profits for their personal gain. Why, therefore, should the booksellers show them any consideration whatsoever, since they give none?

STATES CANNOT EXPECT LIBRARIES TO PROFIT AT BOOKSELLERS' EXPENSE

The "economic grafting" of the public libraries on the booksellers amounts to a very big sum per annum. Besides receiving large State donations, they get by economic grafting an additional appropriation from the book-trade of about 25 per cent. of every dollar list they purchase. Why should the book-trade be taxed in addition to the State for the support of the public libraries, and at the same time be put out of business or impaired by being forced to do it? What economic advantage is this to the State?

Is it fair to assume that the legislatures of the various States, when making their appropriations to the public libraries, virtually say to them: "Here's your money; now get as much more as you can by merchandizing degeneration from every merchant you deal with? Are the legislators of the various States aware of the economic conditions created in that State by this predatory economic grafting of the public libraries?

If the public libraries are so anxious to increase their book purchasing account, why do they not "graft" it from their expense account instead of "grafting" it from the bookseller?

Public libraries of the States of California, Connecticut, District of Columbia, Illinois, Indiana, Iowa, Massachusetts, Michigan, New Hampshire, New Jersey, New York, Ohio, and Pennsylvania receive large State appropriations. Upon information and belief, it is stated that out of the large sums appropriated, the public libraries spend about 22 per cent. for purchasing books, and about 78 per cent. for salaries, wages and other expenditures, probably not including upkeep of buildings, etc. Here is a big field for them to work in and let the book-trade alone.

We do not concede that as educational institutions supported by public taxation, the public libraries possess, as claimed, the moral or economic right, in order to gain profit, to foster and bring about in any commercial body in any State or community of whom they buy, "merchandizing degeneration" and "questionable business ethics," with their attendant trade disruption, rivalries, jealousies and dishonest practices, thereby breaking down business morality, and as a result thereof, demanding and obtaining from some publishers and some jobbers almost, if not actually, the same purchasing terms given to booksellers, thus depriving the booksellers of their legitimate trade and threatening the maintenance of the net price system.

Can anyone doubt for a moment that the

action of the public libraries in fostering the dissension and bitter competition now prevalent in the book-trade is injuring every community in the United States by helping to deprive it of the services of the bookseller, a service as essential and desirable, if not more so, than that of the public library.

TRADE APPEALS TO LIBRARIES FOR "FAIR PLAY"

To some publishers, to some jobbers, to some booksellers, to all libraries, we appeal to bring this condition of unfair trading to an end.

The unfairness of the situation, the ruin and demoralization that threatens a large and worthy body of booksellers, with millions of dollars invested, should need no appeal for redress. The wrong of it is so self evident that it should restrain those who, for selfish interests, would override and break down all business ethics and fair dealing, only to lose in the end—for has it not been proven by the experiences of all time, that "honesty and fair dealing," "live and let live," are the only true principles of business dealing between man and man. The booksellers of the United States will work heart and soul to aid in bringing about this much needed reform. This is the problem the public libraries have made for you.

THE CASE AGAINST SOME PUBLISHERS AND JOBBERS

Now, while it is true, and freely admitted, that booksellers as a whole are lax and not up to modern methods of merchandizing, we challenge this as a proper excuse for some publishers and some jobbers to compete openly with the bookseller for the consumer trade.

It is regrettable that by such efforts of the few the very foundation of our business is threatened in the breaking down of price standardization, which we have struggled years to establish and maintain, and for which thousands of merchants all over the United States are fighting in the present Congress.

This condition, as shown, has largely been brought about by the action of the public libraries and some willing publishers and jobbers, who in the endeavor to absorb all possible methods of merchandizing for their own selfish gain, have deliberately undersold the bookseller in his own market. This has been followed by the usual result of predatory price cutting; the one producer competes with the other, till finally the libraries, by patient waiting and skillful management, can wellnigh obtain their own terms, or terms equal the bookseller's, which they are virtually getting to-day.

We are now facing the inevitable result of this break in our line of defense, and gradually the octopus of predatory price cutting practiced by some publishers and jobbers is reaching out and slowly but surely encircling in its embrace every line of industry, every profession that uses books and also the general public, and absorbing such trade by underselling the bookseller. It thus happens that thousands of dollars of business, if not vastly more, is

taken away from the bookseller, and some publishers and jobbers are now becoming wholesalers and retailers.

To the credit of the publishing trade, there are some publishers who realize the wrong of this and, actuated by high motives and sound economic principles, refuse to countenance such methods and are doing all in their power to upbuild and uphold the bookseller and not to break him down on the pretence that he is not the kind of bookseller he ought to be and that they would like him to be. To such the gratitude and warmest support of the booksellers are due.

PRESENT METHODS ENDANGER RETAILER

The condition against which we are protesting, that of some publishers and jobbers competing with the retailer to whom they sell, either by selling to the consumer direct at the retail price, or by underselling at the wholesale price, is a problem that has been most carefully studied and worked out in many of the leading industries of the United States, with the conclusion that the retailer, jobber and wholesaler constitute a trinity, each working for the other and doing its own part, and not each selling to the other and then competing against the other for the same consumer. We ask this trinity for the book-trade.

The demoralization among booksellers the country over caused by this predatory price cutting by some publishers and some jobbers within the trade is serious, it being more keenly felt in the larger sections, and if the bookseller is to be preserved in the United States, prompt action must be taken to remedy it. If, however, publishers and jobbers are to do the retailing as well, and the bookseller must go, then the method now being pursued is undoubtedly the correct one, with every promise of success.

CLASSES WHO PROFIT BY DIRECT SALES

Each of you is flowing over with complaint of ill treatment along these lines. Now, listen attentively to the following list of retail customers who by every possible right belong to the bookseller, but have been largely taken away from him for the reasons stated. Every profession and business on this list is catered to and solicited by some publishers and some jobbers at no great distance from the booksellers rate of discount. Mentally note as the following list is read to you, that your possibilities of obtaining any of this trade at the prices published are indeed very precarious.

On information and belief, some publishers and some jobbers are charged with selling direct to and underselling the booksellers as follows:

- Public libraries.
- Private libraries.
- State libraries.
- Free libraries.
- Traveling libraries.
- Government libraries.
- College libraries.
- School district libraries.
- Library school libraries.

Circulating libraries.
 Club libraries
 Municipal libraries.
 Business houses libraries.
 Bank libraries.
 Law libraries
 Stationers who do not keep books.
 Newspapers.
 Editors.
 Authors other than their own books.
 Advertising clubs.
 Medical libraries.
 Scientific libraries.
 Sunday school libraries.
 Business college libraries.
 Naval ships libraries.
 Army post libraries.
 Large and small private libraries.
 Mission libraries.
 Chambers of commerce libraries.
 Teachers libraries.
 Study clubs.
 Reading circles.
 Book clubs.
 Printers.
 Clergymen.
 Teachers of all kinds.
 Magazines.
 Purchasing agents.
 Exporters.
 Professional people of all kinds.
 Wholesale houses of all kinds.
 College students buying at trade rates, and selling same to other students at a discount or at full price.
 College students acting as agents for publishers in selling their books to students, including also the families and friends of all the buyers for above institutions, a big army indeed.

METHODS OF SOLICITING DIRECT TRADE

Some publishers are further charged with soliciting consumer trade by the following methods:

Issuing catalogs, circulars and postal cards soliciting orders from the public direct.

Sending out circulars and letters, and soliciting and obtaining orders for new and important books from the public direct, before selling to the trade.

Sending their publications to the public on approval, to keep what they want and remit to publisher, or return all at publisher's expense.

Selling their publications to the public direct, postage or express prepaid by them.

Publishing and selling special books for special classes of the public, and selling to same direct, and selling them to the bookseller at prohibitive discount.

Publishers mail order business—taking of a trade book, changing its title, increasing price and form of manufacture, and selling to the public direct, but not to the trade.

Providing a room in their establishment for selling their publications to the public.

Making up lists of their publications, and circularizing the general public, offering these books often of recent issue—at a liberal dis-

count—and soliciting direct orders from the public.

There are many more complaints not here enumerated.

THE REQUEST OF THE BOARD OF TRADE

These are some of the reasons *why* we have asked all publishers and jobbers of the United States "to the end that as far as, and as soon as possible, the sale of their books be confined to merchants who sell books for a profit, having a place of sale and a stock of books, and that the sale of their books to the consumer direct may be completely discontinued, and further that they will post in their place of business a suitable sign or placard, conspicuously placed, bearing the words "No goods sold at retail, or their equivalent." The entire resolution passed by the Board of Trade has been read by the Secretary of the Board.

One of the worst features we have to contend with is due to the mistake made at the beginning of the net system of making books net for a year only thereafter to be sold at any price. The two systems do not harmonize but cause endless trouble.

We believe "once net always net" the best method with carefully devised plans to carry it to a successful issue. A test vote taken some time ago on the question was overwhelmingly in its favor, the vote not coming from the booksellers.

THE DIFFICULTY OF THE BOOKSELLER'S POSITION

The difficulties of bookselling and its outside enemies need simply to be referred to and not enlarged on here. The pity of it is that the worst has to come from our very midst, and from those who ought to conserve the booksellers. Retail dealers are essential to all commercial enterprises dealing with the individual consumer, and it has clearly been proven that it is a business of itself, requiring special qualifications and long training, special business requirements, and above all a peculiar personality. The whole tendency is to make the retail merchant, dealing in thousands of small items and with thousands of individuals, super-sensitive and high-strung.

Is it any wonder then that he rebels and declares that he does not propose to be made a puppet of by any publisher and given the honorable privilege of buying therefrom in as big a quantity as he can be persuaded to buy, with a warm "well done thou good and faithful servant," continue in the ways and do me still better service, while I do you, in the meantime excusing himself by the reflection that "I can sell more than you to the consumer, and why not?"

To the bookseller it seems a blind and short-sighted policy, fraught with temporary gain, but bound to react in the end; a system that is being fast abandoned by large commercial bodies, with ramifications and interest so vast that the book-trade is a mere mite in comparison. They suffered from the same trouble that some publishers complain of, but they realized that the best business policy was to reform their methods of trading and, in-

stead of putting the retailers out of business as some publishers and some jobbers are trying to do and have nearly succeeded in doing, they deemed it the wisest and only course to uphold the retailer, to do all they could to encourage and support him, and so benefit the entire trade.

This is what we want done in the book-trade. We want the publishers, jobbers and booksellers to meet together continuously if need be until all our differences are satisfactorily settled for all concerned, no matter how long it takes. If other trades can do this, why cannot we do it? If the bookseller is worth the saving, then let us work and fight for it.

THE CASE AGAINST THE BOOKSELLERS

Now, Gentlemen of the Booksellers Association, you have heard what has been said of the public libraries, some publishers and some jobbers—now listen to the opinion the publishers have of you. Do not sit complacently in your seats and say to yourselves, the fault is not with us, it is entirely with those whom we accuse. We are their victims; it is they who should reform and be fair in their dealings. On the contrary, you are also deeply to blame. Few are the exceptions where it cannot be placed.

As booksellers you are a vital adjunct to the book business. Another vital adjunct to the business is the publishers who are largely, and we are asking them to be wholly, dependent on the booksellers for their very existence. We have made our complaint of the wrongs some publishers and some jobbers do us, but what wrongs do we do against them?

From the viewpoint of the publishers we are a sorry lot, in spite of the high opinions we have of ourselves and our value to the community. The publishers will tell you that collectively you are well-nigh hopeless, and individually nearly as bad, that you are full of complaints and lost to the art of self help; that nothing will get you out of your rut in spite of all their efforts and offers of assistance. Instead of being a power in your community for the good of it, and within a hundred miles or more of you, you are a nonentity, a mere hole in the wall, waiting for somebody to come and buy such stock as you may carry from season to season, arranged in the same old way, sold in the same easy-going, indifferent lackadaisical manner, and you do not change, but remain the same, yesterday, today and forever. The same old song is with you, however—the book business is a frost, there is no present, no future, no profit in it; you wish you were out of it, and you would never, no never, advise anyone to enter it, and you drag on waiting for the final departure. [Laughter.]

The publishers are keen observers, selfishly so if you wish, for upon you largely depends their existence. We have met these publishers for many years, and we tell you candidly that the publishers view the situation sadly and feelingly, and while many are willing and glad to help, they look on any such movement as the present as a hopeless undertaking. Bear

in mind that every one of you is on record in every publishing office. If you are disgusted with your trade and the conditions, you may rest assured that the publishers' feeling of disgust and bitterness against you for your incapacity and indifference far exceeds yours against them. They know whereof they speak, for they have known you thru and thru for years, and every day you openly betray yourselves.

THE PUBLISHER'S TRAVELER—ONE OF THE BOOKSELLER'S WASTED OPPORTUNITIES

Think for a moment what you all throw away, the wonderful service offered you by the publishers' representatives—the boys on the road; a cleaner, better body of men does not exist in any commercial body. [Applause.] Representing two masters, they endeavor to do their best for both, to the one who sends them out, and to the other who buys from them. Here indeed, is the one who can and does know you and from whom you cannot hide yourself. Think not for one moment he is indifferent to you or your interest. You are vital to him as the publisher is to you. The interests are identical; therefore his selfish interest, as well as his personal interest in you, impels him to do all he can to aid you and your future.

In discussing these trade problems with them, and of booksellers in particular the country over, their opinion of you has been discouraging. Flitting as they do from city to city, from town to town, year in and year out, they have a mental record of every bookseller they meet, of his decadence, of his progress. This you cannot escape. As witness for or against you they would be unimpeachable, and your case is won or lost.

Keen observers, they learn much in their journeyings, that is good as well as bad, as to the different methods of bookselling they come across. They have freely offered you suggestions and advice as to the management of your business learned by their experience, and they reluctantly confess that their efforts are largely wasted, that the trouble is not worth while—and this from the most earnest and best friends you have, who can and would do you an invaluable service if you would let them, and would appreciate what they did for you.

THE BOOKSELLER'S RESPONSIBILITY IN THE DIRECT SALE CAMPAIGN

Have you given the slightest heed or thought to the momentous move we are about to undertake, to the numerous and difficult problems we have got to solve? Do you realize that we are asking of the publishers a great change in their business methods for the benefit of the bookseller—and we fervently expect for the good of the publisher and jobber as well? What are you going to offer in return? You must become merchants of to-day. *You have got to make it unnecessary for publishers or jobbers to sell their goods to the consumer by doing it better and more effectively than they can.* Your neglect,

your apathy and incompetence have largely compelled the publishers to become booksellers is their constant complaint and excuse.

Do not for one moment suppose the booksellers' request will be universally and warmly received. On the contrary, it will receive strong, if not bitter, opposition from some quarters. It will be ridiculed, declared chimerical, impossible, and not for a moment to be considered; some will say that those who planned it are dreamers and to be pitied.

Therefore, we warn you, if you desire to accomplish the task set forth, you must awake to every opportunity for bookselling in your community, "for he who takes must also give." You must learn your business intelligently and scientifically; you must make your community a community of book lovers and teach them the joys of reading and of education. You absolutely must revolutionize our entire bookselling methods to the consumer and be awake enough and merchants enough to develop the enormous market we have as yet untitled. A vast army of readers, active and latent are among the 100,000,000 of our population. What are you doing to get to them, to make readers of them, to go out and find them, not wait for them to come to you? The book business of the country is not all done in big cities, but there are millions in towns, villages and farms waiting to be awakened and to be served by intelligent bookselling.

TRADE ORGANIZATION THE FIRST STEP TOWARD IMPROVEMENT

Think of it, such bookselling as here hinted at, aided by publisher, jobber and traveling man, all working as one and for a common purpose. Is it worth trying for? We feel sure that if we can come anywhere near this, and we booksellers do our part, we will have every publisher, jobber and traveling man working heart and soul with us, not against us, as some now do. But we must do our part fairly and honestly with a whole heart, and with all our strength, determined to "win out" for the ultimate good of the book-trade of the United States.

But the book-trade of the United States is woefully lacking in the ordinary elements of organization, its various parts moving in their own respective ways, without heed to the right of the other, without any set plans for the present or the future. We lack cohesive-

ness. We lack co-operation. Why? Are these things impossible in the book-trade? Commercial bodies the world over, especially in the United States, are strenuously striving for trade betterment, and many are accomplishing it, while our trade looks on with envy and accomplishes but little.

Is it that we lack men of action, of broad mind and principle, who can take us by the hand, unite as a whole and lead us out of the wilderness? Or is it that such men who have tried to do this have been frustrated by the dead and inert mass composing the book-trade as a whole, and which has brought all their efforts to naught? If that be so, is it any wonder that they have ceased in their efforts, and that in consequence thereof we are still in the slough of despond, and likely to stay there until some disaster brings us to a realization that every one of us, from Maine to California, big or little, must radically improve his method of bookselling, and join hand in hand with his fellows in so doing.

The problem here is, can this be brought about? We are now trying to do it. We are trying to bring together the discordant and rival interest that has affected and is affecting the very existence of the book-trade. We hope to unite the various conflicting elements which lead to war into a unity that will tend to peace and harmony and lead the book-trade into a glorious and peaceful revolution that will re-create us, and instead of a half-hearted and greatly discouraged trade, we will have one that will redound to the credit of ourselves and of our country and figure as the foremost among the elements engaged in the mission of educating and improving the citizenship of the United States. *Can we do it?*

THE CHAIRMAN: We have a custom in the Rotary Club which it was suggested to me yesterday afternoon might be worth while here and, as we have just about seven minutes before the time for Mr. Estabrook's paper, we will be able to go thru with it. We will start on this side and proceed to the right row by row, each stating his name, city and business.

[A roll call was taken in this way.]

[MR. HERR made a brief plea for increased membership.]

THE CHAIRMAN: We will now listen to Mr. Joseph J. Estabrook of Baltimore on the important topic, "Training the Selling Force."

THE TRAINING OF THE SELLING FORCE

BY JOSEPH J. ESTABROOK, *Manager of Book Dept. of Hochschild, Kohn & Co., Baltimore*

The members of this association have had many difficult problems and trade obstacles to contend with in the past, and I believe that a great many of them have been solved to advantage and for the betterment of our business. This has all been accomplished by the untiring effort and hard work of a great many of our faithful members. I believe we have just as many problems to-day as we have had in the past, only they are of a different nature, and I trust that at this Convention we will have

more discussion and larger exchange of ideas about the things that will make us better, bigger and more efficient booksellers, in other words, that we will learn how to sell more books.

THE NEED FOR BETTER TRAINED SALESPeople

We have good stores with attractive fixtures and good stocks, we advertise a little, give a bargain occasionally, and render a certain amount of service. And a few of us, if we

are fortunate, have one or two intelligent, efficient salespeople. To my mind, the one thing we should add to our equipment is more intelligent and efficient salesmen. More time and thought should be given to the upbuilding of our selling forces. It should be the duty of every bookseller, sales-manager and department manager to teach, educate and train his employees in the art of salesmanship, the meaning of service, courtesy, and the art of selling the books that are worthwhile. They must learn to give the right kind of books to their customers—books that they will enjoy and that will be helpful to them.

Of course, I realize that we cannot immediately step out and find salespeople who already possess these requirements; and if we could, it might not be possible to pay them the salaries they would demand. Under such conditions, it means that we booksellers and leaders must get to work and educate the salespeople we now employ—help them to acquire personality, enthusiasm, the right attitude of approach and expression, to become cheerful, friendly, helpful, and, most important of all, to have an intelligent knowledge of the books that are represented in our stocks and which they must sell. Once they have developed these faculties, they will have gained the power to persuade and to sell more books thru suggestion. Then we will have men and women who will sell hundreds and thousands more books, thus enabling us to pay them greater salaries. And when we are able to pay more money we will have salesmen with broader vision, more imagination and the desire to introduce new ideas into their work.

HOW HOCHSCHILD, KOHN & CO. TRAIN THEIR SALESPeOPLE

About two years ago we started in our book department a series of meetings at which all of the salespeople and stock clerks are present. These meetings are held every Wednesday evening from 6 to 6:45. Their purpose is to educate our people to become better salesmen and to sell more books. Demonstrations are given of how to approach customers, of the most pleasing manner, attitude and expression, of selling the customer, closing the first sale, and attempting to sell customers other books by suggestion. Further demonstrations are given by myself and by any salesman who will volunteer. The plan is also practiced of selling one another, and our clerks are asked to relate experiences they have had with customers in selling thru personal suggestion.

Our people are reminded at these meetings always to read carefully all publishers' advertisements, circulars, etc., all of which are inserted in a folio each morning when received and handed from clerk to clerk. The PUBLISHERS' WEEKLY, the *Dial* and other trade journals are passed around; and every Monday each clerk receives a copy of the *New York Times Book Review*. We have also arranged with many of the publishers to send review copies of new books and their house organs to the homes of our staff. All of this printed material has proved very helpful,

especially that sent by the Century Co., Houghton Mifflin Co., Little, Brown & Co., Grosset & Dunlap, and the Vir Publishing Co.

Especial attention is called to the new and forthcoming books and selling schemes planned. Books of timely interest are discussed, slow-selling books are pointed out and specific reasons given why these books should sell. Complaints by customers are discussed, as is also the question of how to satisfy the customer. Keeping records of books out of stock and making lists of customers who are interested in special subjects are other methods we have adopted. Announcements are made of new books by local authors and of authors who are lecturing, or who will lecture in our city.

KEEPING CLERKS IN TOUCH WITH NEW BOOKS

The most valuable and educational feature of these meetings is the reviews and discussions of the new books given by our clerks. When our meetings were started it was decided that everyone should read each week a non-fiction book and be allowed about five minutes to give a synopsis of the book he or she had read. These reviews cover the author's style, the purpose of the book, how it impressed the reader, and finally what customers would be interested in it.

We have employed nine people in our book department, and at each meeting we usually find time enough to discuss about five of the books they have just read. To date, we have reviewed about two hundred different books. A little further on, I will mention a few of these books, which will give you an idea of the type of literature we read. I find at these meetings that our clerks really learn something about the personal side of the book business. It gives them the opportunity to get knowledge and selling points from the contents of books, and gives them confidence when recommending them for sale. It also inspires and creates a desire in them to read and sell books that are wholesome and worthwhile. I have often overheard such remarks as these at the close of our meetings:

"Oh, I didn't know that author could write such a book! That title is very misleading, and we should sell a lot more of that book."

"Mr. Estabrook, I think you should order at least ten copies of that book."

"Mrs. Jones will want a copy of such a book; I will tell her about it the next time she calls."

SOME OF THE BOOKS REVIEWED BY THE CLERKS

Among the books so reviewed by the clerks are: "What Men Live By" by Cabot, of which several hundred copies have been sold; "What Literature Can Do For Me" by Smith; "Efficient Living" by Purinton; "Talks In a Library" by Hutton; "The Life of Alice Freeman Palmer" by G. H. Palmer; "From a College Window" by Benson; "The Advance of the English Novel" by Phelps; "The New Map of Europe" by Gibbons; "The Story of a Pioneer" by Shaw; "The Business of Being a Friend" by Condé, of which sixty or more

copies have been sold; "Byways in Bookland" by Mursell; "Friendship" by Black; "Retail Selling" by Fisk, of which sixty-five copies have been sold; "The Victorious Attitude" by Marden; "The Promised Land" by Antin; the lives of Tagore, O. Henry, Shakespeare, John Hay and Edison, of which many copies were sold; and dozens of other books of a like nature.

It is really surprising and very gratifying to observe what a big difference in the amount of sales has been created for such books after our people have learned something about them. I have a firm conviction that two out of every three customers who come to bookstores to buy books can be sold one or more books in addition to the ones they originally intended to buy, provided we have salesmen with sufficient knowledge, confidence and belief in the books they offer for sale.

SELLING MORE BOOKS THRU SUGGESTION

I have often thought that we booksellers little realize the wonderful opportunities each customer presents for selling more books than the particular books he tells us he wishes to buy. For instance, when a man comes to us for a book of travel—let us suppose it be a copy of "The Surgeon's Log" by J. J. Abraham—his asking for such a book indicates to us at once the kind of books in which he is interested, and offers an opportunity to suggest "A Vagabond Journey Around the World" by Harry A. Franck, or "A Hoosier Holiday" by Theodore Dreiser. By giving him an enthusiastic and intelligent account of the books you might suggest, you are sure to arouse his interest, and in nine cases out of ten he will leave your store with two or three books instead of one. The customer who has bought a copy of Henry Fairfield Osborne's "Men of the Old Stone Age" will probably buy a copy of Madison Grant's "The Passing of the Great Race" if it has been presented to him in the right manner. If a copy of Bernard Shaw's latest collection of plays is shown to the purchaser of a book on the drama, you may feel almost sure that a volume will be included with the original purchase. The mother who comes with a child depends on us many times for what books her child will read, and after a book has been selected, I have often seen a subscription taken for *St. Nicholas* or *John Martin's Book*, from a mere suggestion.

We have been following the plan in our store of suggesting kindred books to every customer and find that not only have we sold a great many more books, but a great many of our customers have come to depend on us largely or entirely for the choice of the books they buy and read.

HOW THE PLAN WORKS IN PRACTICE

I am reminded of a lady who called a few weeks ago, whom we had never seen in our department before. She asked for a copy of "East of the Sun and West of the Moon" illustrated by Kay Nielsen. The clerk told this customer the book was out of stock and would have to be ordered, and suggested that as she

was interested in beautifully illustrated books we had many he would like her to look at. About two dozen books, illustrated by such artists as Rackham and Dulac, were laid before her, and before she left the store she purchased several books, amounting to over \$14, and left her order for the book she originally came in for. This sale was made because the clerk was courteous and took advantage of this woman's fondness for beautifully illustrated books.

Here is another instance of a different nature: A customer came in and asked for a copy of "Sam Lloyd's Puzzle Book" and Dana's "Two Years Before the Mast." The sale amounted to \$3. While the books were being wrapped, instead of boring the customer with conversation about the weather and the war, the clerk called her attention to a ten volume set of books on American history, priced \$12.50. The clerk pointed out the importance of the contributors, the wonderful illustrations, and its educational features were explained to her. She became very much interested and decided to buy a set of the books for her son who was studying American history at school. The following morning we were surprised to receive a telephone request from this same customer to send out another set of these books; she said she wished to make a present of the first set to an old Civil War veteran. This customer came in to buy two books and, because of a mere suggestion, this sale was increased from \$3 to \$28.

I have another illustration that is worthy of mention. You will recall a little book entitled "Getting Together" by Ian Hay, published about three months ago. When this book came to us our clerks were asked to show it to every customer who they thought might be interested. One morning one of our young women came to me and said that she had sold a copy of this book to a customer who had bought the book "My Home In the Field of Honor," and that this lady had read it one evening before a gathering of young women at her boarding house. This customer came back on two different occasions and purchased four extra copies. If this saleswoman had not suggested this book, it is probable that five copies of the book would not have been sold.

And still another. Last year, during Thanksgiving week, a customer came into our store and bought copies of "The Bent Twig" and "Seventeen." Having received her books, she was about to leave our department when she was approached by the clerk who usually waited upon her. Her attention was attracted by a smile and a pleasant "Good morning." He inquired what books she had purchased, and, thinking well of them, he assured her that she would enjoy reading both. The conversation continued as follows: "Speaking of good books, Mrs. Jones, I would like to show you these beautiful books of art and travel," and the clerk handed her a volume from a display of the A. & C. Black color books. The clerk then proceeded to lead her on by

pointing out the beautiful illustrations, the well-known artists, text contributors and the wide range of titles. Of course you may picture the enthusiastic spirit displayed by the clerk and his suggestions that these books would make excellent Christmas gifts, and that now was the time to buy them, while the stock was complete. In less than ten minutes this woman bought for immediate delivery eleven volumes at \$2.50 each—or \$27.50 in total sale. A few days later, I remember, this same woman came back especially to purchase five more of these books.

I hope you will have patience with me for just one more, as it will give you an idea of suggestive bookselling from a different angle: Everyone remembers that delightful book, "Dear Enemy" by Jean Webster, published about two years ago. And those of you who stock the reprints know that it is published to-day by Grosset & Dunlap at 60c. On April 10th, the salesman called on us and offered this book among his May publications. I decided that we would take one hundred copies, and, while we were checking up his catalog of old titles, I asked one of my assistants to show the new books to each one of our clerks. When he returned them he said that all were very enthusiastic about "Dear Enemy." I asked this clerk how many we could sell and he replied: "Why I will take fifty advance orders myself." Right there we increased our order to two hundred and fifty copies. A little later in the day all our clerks were called together and told of the possibilities of selling this book in advance of publication. We determined to take one hundred orders before May 15th, and it was decided to give a prize to each clerk who took twenty-five or more orders. I was more than pleased with their efforts, as we had taken up to Saturday night one hundred and twenty-eight orders for "Dear Enemy." Forty-six of these represented the efforts of our youngest clerk, a boy of 19, who had been engaged in the book business three years and who had been selling only a year or so.

This is suggestive bookselling. Again let me repeat: Teach your salesmen to suggest other books to their customers besides the ones asked for. It will not cost you a penny more overhead, and will help you to sell many more of the better books that are otherwise apt to stay on your shelves and be forgotten.

TAKING ORDERS IN ADVANCE OF PUBLICATION

During the course of a year the publishers send us many announcements, samples and dummies of their new publications. They usually tell us of the importance of their books and of the advertising features they will use to bring their books before the public. The sample copies are to be read by the salespeople and the dummies are sent to us with the idea and hope that they will attract the attention and interest of our customers and be the means of securing advance orders. We have been following the plan of featuring the big novels of well-known authors and a few juveniles. When a popular author's new book

is announced by the publishers we ask for sample copies and a couple of dummies. Our clerks are called together, asked to read the book, a selling plan is outlined, and special signs are hung up announcing the title, author and date of publication. A prize is offered for every twenty-five orders taken by our clerks in advance—it may be one dollar, a copy of the book, or of any book from stock of the same value. We usually have two dummies; one is displayed with the new fiction, the other near our Information Desk. Each customer is told, when purchasing one of the new novels, that a new book by this or that author is about to be published; a short synopsis of the book is given, the customer is told of other books the author has written, and invariably the customer will leave an advance order, if the salesman puts the personal touch into the conversation.

Here are just a few of the books on which we have made an advance "drive," with the number of advance orders taken in each case:

"Michael O'Halloran" by Gene Stratton-Porter, 93 copies; "Just David" by Eleanor H. Porter, 87 copies; "T. Tembarom" by Mrs. Frances Hodgson Burnett, 106 copies; "The Chosen People" by Sidney L. Nyburg, 52 copies; Volland's "Mother Goose," 42 copies; "Morning Face" by Gene Stratton-Porter, 38 copies; "Under the Country Sky" by Grace Richmond, 57 copies; "John Martin's Annual," 37 copies; "Religion of Power" by Rev. Harris E. Kirk, 38 copies; and four complete sets of the limp leather edition of Mark Twain's writings.

At one time 220 orders for the spring number of *Vogue* were taken in advance of publication in our Magazine Department from a sign to which our saleswoman called every customer's attention.

SELLING MORE BOOKS FROM SPECIAL DISPLAYS

Right now is about the beginning of our long, dull summer season. Some of us begin our vacation season, and, as summer is not far off, a few begin early closing. At this time we are offered some wonderful opportunities to make our stores active, sell more books, and make and educate new readers by taking advantage of the confirmation and graduation season. Usually in June, many of our schools and colleges hold their graduation and commencement exercises; many Sunday schools reward their scholars for good attendance; many weddings take place; and a lot of our customers are packing up and moving away to their summer homes. If we will put forth a certain amount of the effort, energy and enthusiasm that we display at the Christmas season, we can get some of the business that now goes to jewelry stores, specialty shops, florists, confectionery stores and many other lines which feature and go after this business.

The first year I was engaged in a department store brought home to me what a wonderful chance there is to sell books as gifts, if we only feature, advertise and create in people's minds a desire to buy books. So

we decided to go after this business, and the following plan was tried and has proven very successful: About the third week in May we clear off six large tables in the main aisle of our book department and, by joining them in twos, make three large tables. They are covered and draped with a good quality of brown and green plush—colors which harmonize with books and give a rich setting. About one hundred books of art, biography, travel, poetry, drama, limp-leather books, classics in fine bindings, books of reference and others are displayed on each table, all jackets and boxes being removed. Small sets are displayed between book-ends, and a few choice volumes are tied with white or red ribbon. To add to our display and attract attention, three large signs are hung from the ceiling over each table, tied with wide red ribbon, and bearing the wording: "Suggestions for Confirmation and Graduation Gifts." A small red seal and a piece of red ribbon are pasted on the bottom of each sign, representing a diploma. A small advertisement is inserted several times in the newspapers. You will note, as I read one of the advertisements, the personal appeal:

**"I WANTED TO BUY SEVERAL
GRADUATION GIFTS—"**

"and I hadn't the least idea in the world what to choose, until by pure accident I drifted into Hochschild, Kohn & Co.'s Book Section.

"Graduation gifts?" said the young woman to whom I appealed for guidance. "I think we can supply just what you want."

"She directed me to three big tables on which were displayed a thoughtfully-selected collection of books—school-day records, standard classics, books on art, poetry, books of travel and adventure, editions de luxe, in fact, a wonderfully wide range of good literature, and every book had beauty of binding and typography to add to its merit as a gift. In a few minutes I had selected five books for the five prospective graduates of my acquaintance and in each case I was able to choose something exactly suited to the tastes and inclinations of the one who was to receive it.

"Where else could I have done this, and where else could I have received such helpful help as I did in the Hochschild, Kohn & Co. Book Section?"

These displays have become a big thing with us, and have made June one of the largest months of the year. They have also helped to clean out a lot of books that are left on our hand from the Christmas rush. It encourages people to buy books instead of things which have no permanent value. It also helps to make and build new readers and future book-buyers.

SELLING BOOKS BY SUGGESTION THRU THE MAIL

Every mail-order, and almost every letter seeking information about books, presents many opportunities for us to sell books by suggestion. Mail-order business usually comes to us from people who cannot come to our stores in person to select the books they wish to buy and read. The books these customers order by mail are generally selected from lists we send them, from reviews in the daily press, magazine advertisements or recommended by friends of literary taste. Mail-order customers need and want other books just as much as those customers who come

into our stores, and I believe we have the same opportunities to sell them other books in addition to those they may order. What other books we sell them will depend entirely on the manner in which we handle their correspondence. By putting the personal touch into the letters, and offering the right books by suggestion, we can encourage and build up mail-order customers to become big book-buyers.

An illustration will give you an idea of how I think mail orders should be dealt with: When an order is received by mail, it should be filled, if possible, the same day and the customer should be written at once and told that you were glad to receive the order and how it has been shipped, together with a few words of praise about the books ordered. If the order has been for a book on music, art, the drama or any other subject, there are sure to be many others of the same character on our shelves. Get out a half-dozen, say a few words about each one of them in the body of your letter—it will not make your letter too lengthy—and you can also enclose a copy of, say, the *Dial's* "Books of the Month," making mention of the page on which will be found the subjects in which the customer seems to be interested.

TYPICAL SUGGESTIVE SALES LETTERS

I always follow the rule of saying a few words about each piece of printed matter that I enclose in a letter. I have a few letters which I will read; they are examples of rendering service and offering other books for sale thru the mail:

My Dear Mrs. —:

Thank you for your order of February 20. The fine and stub point Moore's non-leakable pen were sent you to make your selection.

Two copies of Bergson's "Creative Evolution," English translation, were also included in the shipment.

The five copies of "Sister Dora," ordered from the out-of-town publishers, are expected in to-day. Upon receipt by us they will be immediately forwarded to you.

"Brownie on the Ice" is not known to us under this title. Could you mean one of the Cox Brownie books? If so the enclosed slip will help you in ordering the correct volume.

As Henry Bergson is very much before the public eye, perhaps you would like to know what other books he has written. The following will give you a complete list:

"Laughter," \$1.25.

"An Introduction to Metaphysics," \$1.00.

"Time and Free Will," \$2.75.

During this week we are offering a great many odd volumes of biography, history, fiction, children's books, slightly shop-worn, at the low price of 25c. a volume. If you have in mind any one who would like to take advantage of this opportunity it would please us to receive their name and address. Or perhaps you would like us to make a selection and send them to some institution you are interested in.

Very truly yours,

Dear Madam:

Thank you for your order of March 2d. The copies of "Concert Pitch" by Frank Danby, and "One Woman's Life" by Robert Herrick were forwarded by messenger yesterday.

We also included a copy of Pierre de Coulevain's "American Nobility," a story which you will find of great interest.

Owing to the wonderful progress this country is making with the Panama Canal, there has been a

great demand for literature on that part of the world. We are enclosing a circular of a very interesting book on the canal and its neighboring districts. May we send you a copy?

Very truly yours,

Dear Madam:

Thank you for your letter of the 19th, ordering a copy of "Comrade Yetta" and "A Man's World," by L. H. Edwards. Copies are going forward by messenger to-day.

As the time is here when you should be reading up about your garden, we are enclosing one of our little Garden Pamphlets in which you will find described a great many valuable and useful books. You will notice a great many by Mr. L. H. Bailey, who is an authority on most subjects concerned in the booklet. Make up your selection and have us send it to you.

Very truly yours,

Dear Madam:

Thank you for your many orders received the past three days. A large shipment is going forward this afternoon by the National Express, containing the following books and stationery articles:

6 leather bound Prayer & Hymnals for you to choose from.

2 Roman Missals. The only color in which they can be had is black.

1 "One Irish Summer" by Curtis.

3 *World's Work* for March.

1 *International Studio* for March.

1 *Architectural Record* for March.

5 bridge sets.

1 box of stationery in which are contained Easter cards, pens, etc.

These should all be received on the express company's first delivery in the morning.

The 29 copies of "Uncle Noah's Christmas Inspiration" by Leona Dalrymple were all carefully packed with an enclosed card bearing your signature as you wished, and were forwarded yesterday a. m. as directed.

A second copy of the "Salon 1900" has been forwarded to Miss Margaret Styles, 326 W. 58th Street.

This shipment completes all of your orders sent to us in the last few weeks, with the exception of "The Judgment House" by Gilbert Parker, which will be sent on publication day, March 19th.

The enclosed *Books of the Month* for March, 1913, will call to your notice all of the late publications, and will help you in selecting them for your friends.

Very truly yours,

The last one I read is one of many written to a customer whose business amounts to more than \$2500 in a single year. This is one of the best ways I know to increase the sale of books. I heard a man say a few weeks ago at a Baltimore Salesmanship Club meeting that trying to get business by mail from circulars and form letters had been worked to death and did not pay. That may be true when we have no positive knowledge that people are interested in the things that are suggested, but mail-order business will pay when we make our correspondence personal, dignified, and offer things we know people really need and want.

SELLING MORE BOOKS FROM A CARD INDEX

We will sell more books and increase the book business, if every bookseller makes a general card index of every one of his customers and a classified record of each customer's preferences, the books, authors and subjects in which he is interested. We should know where we can place the serious and important books. For instance, we should card index customers who may be interested in books on American history, on Lincoln, Napoleon and other great personalities. Other customers may be interested in books on hunting, Japan-

ese art, heraldry, and a dozen other subjects. A separate card should be made for each subject in which a customer is interested.

Why shouldn't we have a list of the people who buy the books that are permanent and worthwhile? They are a valuable asset to our business. If you sold one hundred copies of Harry A. Franck's "A Vagabond Journey Around the World," how valuable and helpful it would be to have the names of all the buyers. Then you could inform them from time to time of the three books that Mr. Franck has written since this one was published and could always use these names in the future to notify them of new books written by the same author, or of other titles of similar nature.

I believe we should teach our salespeople to get the name, address and preferences of every person who buys books on special subjects—as fine arts, useful arts, drama, music, gardening, psychology—for that matter, every subject. Even fiction buyers who buy books by such well-known authors as Wells, Galsworthy, Butler, and a host of others should be listed and classified under fiction and subdivided under author. Every person who buys the writings of Burroughs, Maeterlinck or Kipling wants their new books when published. I would like to ask every bookseller if he has the names of his customers who bought Vol. 1 of Stowell's "Diplomacy of the War of 1914," published by the Houghton Mifflin Co., and which has been planned to be completed in three volumes, and if he has recorded the purchasers of Belloc's "Elements of the Great War," of which two volumes are ready, and which is to be published in six volumes. Then there is the "Current History of War" published by the New York Times. This set should be sold in its entirety, or it will not be of much value to anyone who may buy two or three volumes, and forget the others as they are published.

CARD INDEXING BOYS AND GIRLS

Why not card index every child who buys a book or who is sent one as a gift? They are going to be our future bookbuyers, and we should learn and keep account of their likes and dislikes for reading. Why not card index, by date, all the birthdays of children for whom books are purchased? Record should be made of every boy or girl who buys or receives a volume of any of the popular series of meritorious children books. Just think how many good series are published and how many boys and girls receive one or two volumes of these series, and never buy or read another because they are not told about the other volumes! Picture with me, if you will, these boys and girls receiving a letter addressed to them, telling of a new volume that has just been published in the series that they have been reading. They will come in and buy it, or they will put it up to mother or dad, and there will be no peace until they have the book and are deeply buried in it. There are wonderful possibilities in this card system idea, and I would like to see every bookseller

adopt it; a great many other large businesses have records of what their customers have bought from them for the past ten years! Why, some of our publishers are keeping tabulated records of how many copies of certain books we buy from their travelers, and a few also record the pick-ups we order thru the mail.

Try it. It will keep us busy on those dull and rainy days, writing, telephoning and making sales to our customers, and, at the same time, give us new opportunities to suggest other books which they should read. It will get you business and give you the best kind of advertising, at very little cost.

Don't you know that every time you sell a book by suggestion you are increasing the sale of books, and every time you sell a good book and one you believe in you are making new readers? The people who buy and read those books will tell others about them.

I tell you the power of suggestion and knowing our business is a wonderful asset. I just love to pick up a good book and recommend it to our customers. And every time I sell a good book by suggestion it gives me more enthusiasm and more confidence in the book business; it makes me firmer in my belief that it can be done, if we will but follow the inspiration in Edgar A. Guest's little poem:

"IT CAN BE DONE"

Somebody said that "it couldn't be done,"

But he, with a chuckle, replied,
That maybe it couldn't, but he'd not be one
Who'd say so till he'd tried.

So he buckled right in, with a bit of a grin

On his face. If he worried he hid it.

He started to sing, as he tackled the thing

That couldn't be done, and he did it!

Somebody scoffed, "Oh, you'll never do that,

At least, no one ever has done it,"

But he took off his coat, and he took off his hat,

And the first thing we knew he'd begun it.

With a lift of his chin, and a bit of a grin,

Without any doubting or "quit it."

He started to sing, as he tackled the thing

That couldn't be done, and he did it!

There are thousand to tell you "it cannot be done,"

There are thousands to prophesy failure;

There are thousands to point out, one by one,

The dangers that wait to assail you.

But just buckle in, with a bit of a grin,

Take off your coat, and go to it;

Just start in to sing, as you tackle the thing

That cannot be done, and you'll DO it!

[Applause.]

THE CHAIRMAN: I am sure you will all agree with me that Mr. Estabrook has given us a very fine paper.

Suggestive salesmanship has several values, perhaps, which we do not at once think of. The only thing we think of it is that we make an extra sale. But it has other values as well. It renders real service to the customer. Salesmen coming under such training as Mr. Estabrook's without doubt become better salesmen and women and better as men and women. It adds to the reputation and prestige of the store, and it gives the store opportunities to influence what books are sold.

MR. SCHENCK: We ought to thank Mr. Estabrook and congratulate ourselves upon having heard one of the most suggestive and

helpful papers delivered in the history of the American Booksellers' Association. If we all had such buyers and such heads of departments as Mr. Estabrook, we would have little trouble with the publishers in the matter of direct selling. I know from personal experience that the practices which Mr. Estabrook has suggested are wonderfully profitable. I remember very well a young man whom we had in our employ to whom I found it necessary to give a little talk one day. I reproached him for indifference, and he said, "Well, I have sold so much." "No," I said, "you have not sold so much, to my knowledge you have not sold a book." He said: "What do you mean?" "This," I said, "when a customer comes in and asks you for a book, and you take it from the shelf, wrap it up and take his money you have not sold a book; but when, inspired by that customer's suggestion while you are waiting for his change, you take another book from the shelf, perhaps two or three books, and put them before him with a word regarding the books, and thru your suggestion he buys one or more of those books, you have sold a book." He said: "By George, I am going to sell books," and two weeks later he came to me with a memorandum book and said: "Mr. Schenck, I have been selling books. Here is the list of the books I have sold." To my great satisfaction, but not to my surprise, because I knew the stuff that was in the boy, he became a genuine and enthusiastic book salesman.

I believe that we owe it to ourselves as booksellers to circulate and to urge the adoption of the suggestions which Mr. Estabrook has made. I know, for example, what can be accomplished thru store conferences. We had them for some years while I was in Springfield, and, you know, oftentimes some of our best suggestions came from the errand boys.

THE CHAIRMAN: Is there anyone else that desires to give us the benefit of his experience along the lines of the points brought up in Mr. Estabrook's paper?

MR. MELCHER: The Program Committee has been so far justified by what has happened thus far that I believe the committee ought to have charge of the next hour and a half as well. I want to make this suggestion. In your luncheon parties this noon please take account that there are some here who are not so familiar with New York's hospitality as some of the rest of you; so look out carefully for the strangers, and include them in your groups. Also please don't divide into buyers and sellers. We are all at this convention on an equal footing; we have a community of interests in the distributing of books.

THE CHAIRMAN: Before we adjourn I wish to introduce to you for just a moment or two Mr. Sinclair Lewis, author of "The Job."

MR. LEWIS: This is a trick perpetrated upon me by John Kidd, and all the stuff about "not being prepared to speak" is in this case true. There are about four men in the audience for whom I have worked at one time or another, and if one of them suddenly

arose now and said severely: "Lewis, have you got those publicity notes done yet?" I should get down and crawl away immediately. As a matter of fact, however, I have had wide experience with bookselling. [Laughter.] I was once a cub clerk at Siegel-Cooper's book department for two weeks. At the end of two weeks the assistant buyer came to me and said that as the buyer was too busy to fire me, she, as assistant, took considerable pleasure in firing me. She said: "Thank God, the rest of the clerks in this department are decent people and not high-brows." That wound up my bookselling experience, but I learned a good deal during that time. [Laughter.]

When you are called upon suddenly in this way it is supposed to be proper, I believe, to be very amusing. The trouble is I am a serious realist. [Laughter.] You can all see the serious aspect I have, and that I am an exceedingly serious young man. Now, for instance, if you want me to tell you why the authors hate the publishers; if you want me to tell you, for instance, why I don't like the publishers and booksellers, I will tell you.

MR. BUTLER: Go ahead.

MR. LEWIS: I will tell you just how the author feels towards the publisher. All authors, as you know, are feminine and most of them are upwards of 60 and have distinguished Southern ancestry. The average author about then gets hold of a pre-natal influence or some such sort of thing, that goes to make the heart glad and full of joy and brightness; so that at last she, the author, is able to give a pleasant message to the world. [Laughter.] So the author gets on the train—for the author usually comes from Sault Ste. Marie, Minn., or occasionally from Kansas. She expects to find the publisher in a large palatial building with marble columns and all that sort of thing, and, as she sees it, she is going to enter and say, "I am Mrs. So and So; my great grandfather saw Robt. E. Lee." Then she expects that the editor will reply: "Madam, this is no case for me. I am merely the editor. I will call the Old Man himself." And then, she imagines, the old man will come out (he will have large goggles and a soft voice) and will say: "At last here is one I am prepared to deal with. Here is an author whose works I can appreciate." [Laughter.]

That's about the way the author sizes it up in advance. But when she lands in New York she finds the publisher in a kind of a clothing place. She goes up in the elevator past the knee pants cannery and bye and bye she passes the overalls factory and the denim works [laughter], and then amidst other kindred trades she finds a little place in which is a small hall, and she says to the boy there: "I would like to speak to the editor." And then the editor comes out. He is usually a tall lean young man, with red hair and in shirt sleeves, and not particularly polite. "Well, what do you want?" he says. "I have a little masterpiece," she says, "but you, my young friend—I do not mean to hurt your feelings, and I

am sure you will understand—but I am afraid you are a little young. So, if you will have your superior come out, I will talk to him." "I have no superior," says he, "I am the Editor." [Laughter.] "Well, in that case, I don't know that I could leave this then, she says, perhaps you don't understand. This is the Child of my Brain." "Oh, yes," he says, "we keep a little orphanage here for that kind of thing. [Laughter.] If you will leave the child here it will go thru the regular routine. [Aside.] It will be rejected next Saturday. I usually reject 'em on Saturdays and return 'em on Mondays." "Really," she says, "I don't think—I am afraid that you don't understand. My great grandfather saw Robt. E. Lee. If this were accepted the Daughters of the Confederacy would take 200,000 copies."

All this time the young man is trying to get away from her. He realizes that he has got in dutch; he realizes that he is in swell society; not in the class of Rex Beach or some low-brow folks. [Laughter.] He is mixing with the élite: so about here he gets very humble indeed and goes and gets the head of the packing room (who is a very saintly looking old man) and he says to him: "Well, Bill, you have got to be the head of the establishment to-day." [Laughter.] "All right, sir," says Bill, and so he comes out. "Well, madam," he says to her, "I am afraid my young assistant made rather a blunder. I would be very glad indeed to take your manuscript and read it." And so the lady at last has been appreciated, and leaves her priceless Thing with him and the old gentleman takes it out into the packing room; and the editor forgets about it.

So about next Tuesday she comes in prepared to get some such reception as this. The old man is to come out and say: "Dear lady, we have been waiting for you; your ms. is now up to the last reading and next Tuesday you can come in and sign the contract. Then the next day 500,000 copies are to be sold, and the next some distinguished critic like William Dean Howells will invite you to dinner." Well, she is all prepared for this line of talk when she comes in on Tuesday morning. And the Editor does come out and say: "Madam, we are just waiting for the last report on your ms. If you will come in this afternoon I will give you that one last report." [Laughter.] Meanwhile he has the shipping clerk dig around in a "pick-up" order of books going out to San Francisco until he finds the manuscript, where he chucked it the week before. He has it carefully wrapped up with a stamp on it "Have you bought a little Liberty Bond yet?" [Laughter.] Then when the author comes in at 2 o'clock he says: "Madam, you know that after all this is a commercial age; there are some things which are too fine for ordinary people. [Laughter.] Of course Gene Stratton-Porter and some of the others are making a lot of money. Why? Because they appeal to the common people. But there is something about your book that is so fine, so exquisite, that no common person can com-

prehend it; so I suggest that if you will take it and have it published at your own expense—" [Applause and laughter.]

THE CHAIRMAN: Mr. Kidd may have put

up a job on Mr. Lewis, but he certainly has done a kindness to the convention. If there is nothing further, we stand adjourned until 2 o'clock sharp. [Meeting adjourned.]

AFTERNOON SESSION—FIRST DAY

[The meeting was called to order by President Macauley, at 2:15 p. m.]

THE CHAIRMAN: We had hoped to have present with us at this meeting all of the ex-presidents of the Association and have each one of them give us a word of greeting. Unfortunately none of them is able to be with us, but all have sent some word, and I will ask the Secretary at this time to read their communications.

[The Secretary read the various letters and telegrams of greeting and good wishes.]

THE CHAIRMAN: You will all be sorry to hear that Mr. Arnold, who has always attended our conventions is ill at his home and will be unable to be with us. At this time it gives me great pleasure to introduce to you Mr. Bowker, of the PUBLISHERS' WEEKLY, who will address us for a few minutes. [Applause.]

MR. BOWKER: I am gratified to have this pleasant welcome, which I take to be a bit of appreciation of at least the spirit which the PUBLISHERS' WEEKLY has tried to show for forty years or so in representing the American book-trade and in co-operating with the American Booksellers' Association in trying to make it all that it should be, and we hope one day may be.

Nothing has been more gratifying to me and to the old associates of Mr. Growoll than the continuing honor and esteem in which he is held by the booksellers of New York; and I may add by many old friends and associates thruout the country; and I feel sure that you appreciate that his successors, Mr. Rider, Mr. Lynd and the rest of us, are trying to keep the same spirit before us all that he exemplified. He liked to emphasize the phrase "the profession of bookselling"; and those of us who think most of what is at once a profession and a trade like to emphasize first of all the thought of the profession. So now in this emergency before the nation, in which we all have our part, it is pleasant to think that service may be done by the book-trade as a profession. That means that, as the doctor must know his medicine and his patient, as the lawyer must know his case and his client, so the bookseller must know his book and his buyer, and bring those together; and if booksellers will appreciate in full the thought that they belong to a profession, the thought that, like the teacher and the librarian they are educators in the larger sense, if they endeavor to put before their public the books that are worth while, books not simply about the war but about the larger questions of democracy and peace, they are doing a service which cannot be minimized. But, of course, it is also to be remembered that the book-selling business is a business, a trade, and that it must address itself also to the commercial side.

To my mind bookselling is still only a great potentiality in this country, the half of which, the tenth of which, has not yet been realized. If we compare the present sale of books with the number of possible buyers, the discrepancy is astounding. So I always like to emphasize that competition in the book-trade is not to be feared, at least until the market is much more nearly exhausted than it is at present. Every bookseller who comes into the field really should be looked upon not as a competitor but as a confrère, a man who is helping in a general work, and whether that bookseller is in our own town or in some field not yet occupied, it seems both right and wise that he should be welcomed.

I can recall so far back as the old A. B. T. U. of 1876, when the dear old friend of many of us, Anson D. F. Randolph, long passed away, and that stout and staunch old Quaker, Timothy Nicolson, who, I believe, is still to be seen in Richmond, Ind., were among the leaders of the Association of which Mr. Aston was the first president. That was a happy organization of all the elements of the trade, both publishing and bookselling. That emphasizes that the problems which confront the two divisions of the trade are the same; and I hope the time will come when these meetings may be as it were a congress for the whole book-trade, when the publishers perhaps may meet, as is the foreign fashion, by themselves, the booksellers by themselves, and that then both may meet and compare notes and discuss and act in joint session. It is less worth while, it seems to me, to discuss what publishers are doing or are not doing, what they might do or do do, than to emphasize the possibilities in bookselling itself, for the more those possibilities are realized the less reason will there be for complaint of publishers' interference. So, as I say, I look forward to the day when these two branches of the trade may meet in a joint and harmonious gathering and discuss to their mutual profit and to the common benefit of the whole country the problems of the book-trade, the profession and the trade alike.

I thank you very much for giving me the opportunity to look into your faces, even tho I cannot see them, and metaphorically to shake hands with you all. [Applause.]

THE CHAIRMAN: Mr. Melcher, the Chairman of the Program Committee has worked so hard during this year, and, as I think you will agree with me, so far to such good purpose that I thought we ought to reward him in some way. I could conceive of no better reward than to call him to the Chair at this time to preside during the next part of our program. [Applause.]

[Mr. Melcher here assumed the chair.]

CHAIRMAN MELCHER: Mr. Macauley, I am

especially pleased to be the connecting link between that word from Mr. Bowker and our topic this afternoon, "New Channels in Book-selling." It seems to me particularly appropriate that we should have heard that emphasis placed upon the professional attitude we should take toward our business. It connects up with what Mr. Estabrook showed us this morning about training new people in the work of the profession, and with what we are going to hear now from some of the new imaginations that have been playing about the possibilities of this profession.

Personally I think that, in one way or another, each convention should emphasize the fact that there *are* new channels of book-selling. When, in one way or another, our annual meeting does not bring out that note we

shall be indeed stagnant. In developing this topic this year, in looking where the emphasis had been given this year, I found that new developments had come almost wholly from the ladies. So we are not honoring them this afternoon for their sex, but because they happen to be the new imaginations that are attacking the possibility of this business that we like so well; and we are proud and pleased to have this new membership, this new active membership, showing us new possibilities in the distributing of books. [Applause.]

The first speaker on the program both east and west can claim. She comes from an eastern state but from west of the Alleghenies. Miss Guthrie, of the "Book-Shop," of Pittsburgh. [Applause.]

NEW CHANNELS IN BOOKSELLING I—THE BOOK-SHOP—PITTSBURG

BY MISS PRISCILLA GUTHRIE

When I was invited to become a member of this Association I accepted very promptly, because I believe in organization and because I liked what I had heard of this particular one. Since then I have read and heard a good deal more of its efforts and achievements, and am glad that I joined.

I have often been asked if my shop is one of those resulting from Earl Barnes' very good article in the *Atlantic Monthly* a year or so ago on bookselling as a new vocation for women; but with all due credit to Mr. Barnes, I must say in truth that my shop did not originate in this way, as I had talked about a book-shop of my own for several years before that article was published. I have the pleasure of Mr. Barnes' acquaintance, and recently when he visited my shop I told him that, while it was not the direct result of his writing, he certainly had encouraged and re-inspired me, so that when the great adventure was undertaken, I was quite as enthusiastic as when I first dreamed that beautiful dream of a spacious, roomy shop with the aspect of a living room or library.

STARTING IN A SMALL WAY

Behold the reality when it came to pass! A small space at a corner, about fourteen feet square, with an occasional purchaser, almost invariably asking for a book not in stock, though those on the shelves had been most carefully selected. However, if a book was wanted, it was secured, and quickly. A point was made of procuring books promptly on order, and perhaps this was one of the strongest selling assets at first. There is small profit in such sales, but each one made a customer and a friend, so the policy is continued. The significance of this point is perhaps only apparent to booksellers outside of the New York district, beyond easy reach of the publishers. In Pittsburgh it amounted almost to a vital issue.

Of course, there were bright spots in those first months. Some few people did buy the books in stock and encouraged the venture by

ordering more books and by sending their friends. So that by the end of the first year we have had to move into larger and better quarters. We are now located in a very cheerful, attractive shop, not *too* commercial, but at the same time a far cry from the spacious drawing room of early days.

INDIVIDUALITY THE KEYNOTE OF WOMEN'S BOOK-SHOPS

But the peculiarity of this shop, and of other shops managed by women—recently opened in such numbers as to constitute a new channel in the trade—lies in their individuality. They are essentially different from the stereotyped bookstore. The success of these first women's shops has brought demands from all quarters, from women's vocational conferences, conventions, etc., for talks on how to start a book-shop. It may be well to keep this enthusiasm in check for a time, lest these shops prove to be of mushroom growth.

When I surveyed the field before opening my shop, it seemed to me that it would be possible to express one's individuality better in a small shop than in a large one. Large shops are necessarily more or less alike, and it is difficult to find salespeople who are really interested in books *as books*, while there could scarcely be, in a large establishment, any attempt to reach the personality and taste of the reader. (I always think of customers as *readers* rather than buyers.) I determined to have a small shop, not too big to express at all times my own standards. It was to be my *own* shop, and I have endeavored to make it preeminently a personal, individual, intimate place of meeting between buyer and seller. This last was not difficult, for I like books and I like people, and it was an easy matter to bring the two together.

Also it has been my good fortune to have the assistance of a young lady who possesses the rare combination of a discerning good taste in books, with good salesmanship ability. We have essayed, and I hope have succeeded to some extent, to create a "literary atmosphere"

which our patrons find pleasant. We know practically all of them. We know their tastes, and the tastes of their families. We recall what they have bought, and what they have sent to their friends, and in short, have developed the personal equation to the limit. Isn't this typical of all women's book-shops, and doesn't it constitute the difference between the old and the new channels? Women are always personal, at least are said to be so, and they might as well make use of this inherent quality and turn it to good account in business. They are also apt to possess well-developed social qualities. Their customers are guests. In their shops they play the part of hostess, and the guests seem to feel that they are welcomed and that they are made at home.

One of the chief sources of income in a book-shop is the service department, regularly supplying customers with books selected by the bookseller, and it seems probable that this custom can be most successfully handled by women, as—again—they are apt to give it personal attention.

THE OPPORTUNITY IN BOOKSELLING FOR WOMEN

It seems to me, then, that bookselling ought to be an easy and readily acquired vocation for women. Those who incline to it, especially those who have a love for books, should be able to succeed, for women have adaptability, and can usually sell. Added to this (a point, which if I remember, Mr. Barnes emphasized) they are willing to give more time to preparation for any given vocation, as opposed to the professions, than men will give.

The entrance of women into the world of retail bookselling should renew and invigorate the whole stream. When we sum up the essential features of the new channel, we find all these shops have two qualities in common: they are small, and they are individual. Keep them so.

IN THE LIGHT OF MR. ESTABROOK'S PAPER

When I wrote this little address I had not of course heard Mr. Estabrook's admirable paper. He has demonstrated that it is possible even in the large establishment to represent the personality of the bookseller. My own experience is all west of the Alleghenies.

The general attitude in Pittsburg is a business attitude. Naturally, for in Pittsburg the business man is paramount. We take small stock of the professions excepting as they minister to the wants of the business man. The business man, too, is mostly a steel manufacturer, one who deals in tons and he talks in millions. In other words the general attitude of mind in Pittsburg is one of large business; a retailer does not amount to very much. As I said, the manufacturer is the controlling influence in Pittsburg; and I am afraid he is not very much of a reader. So, when I opened the "Book Shop" and began to sell I confess it took me a long time to get used to the fact that I was spending a half hour selling a book at a profit of twenty-five or thirty cents. However, I got used to it. [Laughter.]

CHAIRMAN MELCHER: I am sure we hope they are going to continue to strike that individual note. We do not care in how many parts of the country they strike it. Miss Guthrie expressed a fondness for or belief in organization in trade. It is very fortunate that she did not get into the publishing trade, as that probably is the most disorganized trade at present in the United States.

Our second speaker comes from our last place of convention meeting, and it was there that I learned of some very interesting experiments that she has been making in the way of new lines of publicity for bookselling. So I got her promise then to come here this year. I take especial pleasure in introducing Miss Cook of the Open Court Co. [Applause.]

II—PUTTING THE OPEN COURT CO. ON THE BOOKSELLER'S MAP

BY MISS CATHERINE COOK

I am glad to have this opportunity of becoming better acquainted with the book-trade, and to have this opportunity also of telling a few facts from my experience as the sales manager of the Open Court Company of Chicago, publishers of serious books, mostly known by you, I presume, as "plugs." [Laughter.] So my problem is not only a serious book problem, but a serious selling problem.

THE AIM OF THE OPEN COURT CO.

The Open Court Company was established thirty years ago for the express purpose of promoting the study of religion on a scientific basis, that is, to seek in the history of the religions of the world a common root. In other words, to find in the rituals and practices of all peoples, ancient and modern, the principle of unity in the spiritual evolution of man.

Religion had always been a closed question; and for that reason among others, the new

venture was given the name The Open Court. It was also given a generous endowment, since increased and made perpetual by the founder, Mr. Edward C. Hegeler of La Salle, Ill. Mr. Hegeler believed that all open roads lead to truth, but that blind alleys lead to prejudice and superstition. You can easily appreciate that his ideas, as well as the ideas of his co-worker and son-in-law, Dr. Paul Carus, met with much strong opposition from the established Christian churches of all denominations and sects. The Open Court was at once stigmatized as an atheistic institution whose whole influence was destructive and even immoral.

But that was thirty years ago. To-day every college and university has its chair of higher criticism for the comparative study of religion. What is the net result to the Open Court Publishing Company? We are no longer considered anti-Christian and atheistic radicals, not because we have changed the character of our books or our efforts to find the common root of the God idea in the spiritual

evolution of man, but because the world has grown.

A SLOW SELLER COMES TO LIFE

Now, if anyone asked you what you know about Socrates, I am sure you would say he had a wife named Xantippi, and that she was a shrew. Well, we published a book on Socrates, with the hope of selling perhaps fifty copies, putting the rest in storage with the rest of our books. And, by the way, I feel as tho this were a mourners' bench, because the book-trade had always refused absolutely to stock up with our books, and we have been forced into channels of direct trade.

But in January, 1915, a strange thing happened. We had brought out this book by William Ellery Leonard, of the University of Wisconsin. The title was "Socrates, the Man and His Mission." Early in the month we got a telegram from Brentano's saying "Send us a hundred copies of Socrates." The next day came a caustic letter from Baker & Taylor saying: "It is a wonder that you cannot let us know what books you are bringing out. Send us two hundred copies of Socrates." I searched my files to see what wonderful bit of advertising I had written. I found nothing except the same old stuff that appealed only to book worms. [Laughter.] The next day came calls from Kansas City, and from some place else for five, ten; "send them at once."

—ALL BECAUSE OF ONE "HUMAN" REVIEW

And I could not find out what the trouble was, until one day I had a clipping from the *New York Globe*, giving an editorial by Dr. Frank Crane. There was a column there devoted to Socrates, an ancient personality who was reinterpreted and brought back and had been given a human interest for every man, simply because in his editorial Dr. Crane had said "I judge every man by what he knows of Socrates." There was the human touch. No man wanted to be condemned because he did not know who Socrates was. To most people Socrates was a joke, and even to many scholars he was only a name.

Well I read that editorial very carefully to see where Dr. Crane had created that interest in Socrates, for I saw that was just exactly what he had done that I could not do. He had put such a human touch into his copy that we sold the whole edition of that book inside of two months. Of course that wasn't due to this editorial in the *New York Globe* alone: I found that this review was printed in twenty other newspapers outside New York in smaller cities as part of a syndicate service called the Associated Newspapers. That was why the demand upon Baker & Taylor for ten copies was followed the next day by another demand from other quarters of the country for five copies and ten copies, until finally the cumulative effect of that advertising or book review was so felt by Baker & Taylor that they ordered two hundred copies.

PLAYING UP THE "HUMAN" SIDE OF A FORMIDABLE LINE OF NON-FICTION

The whole thing made me see a great light. It taught me to try to put a human interest

into books, to give the book worm stuff a touch that will move merchandise. Something of the sort was undertaken by the *Daily News* in Chicago last fall. The net result of their propaganda really did put the Open Court upon the map, so to speak, of the successful publishers of books and not of plugs. The result is that we are co-operating now with newspapers in creating a demand for our books; a line of appeal that we never would have thought of if it had not been for this success which Dr. Crane had had in reinterpreting and reincarnating, you might say, the ancient personality of Socrates.

The *Daily News* plan is this: They solicit your advertising, then they go to the book-sellers, and ask them if they will not stock up with all the books advertised in the book page on Wednesdays. In addition they ask the news dealers and all large bookstores like McClurg, Marshall Field and Carson, Pirie to take off prints of the book page every Wednesday or once or twice a month, or several times during the season and send that book page to their mailing list. They solicited our advertising as usual; and as I was then beginning to see that the daily newspaper is just as good a medium for serious books as for fiction, I went into newspaper advertising last fall pretty strongly. The result was that, instead of selling two books to Carson, Pirie and three books to McClurg and four books to Marshall Field, or something of that sort, I sold over the telephone hundreds and even thousands of books during November and December, not merely the more popular books that we manage to put into our list, but solid books, religion, science and philosophy, simply because we were being introduced to the bookselling public in a way that made us human.

It is because of this that I am here to-day, to ask to be taken back into the fold of the trade which used to be called the great trade; and to promise that, if the book dealers will co-operate with me as a publisher, I (on behalf of the Open Court Company) will not sell direct. [Applause.]

CHAIRMAN MELCHER: If the book-trade is made human, I have an idea that it will be a real force very shortly. We all feel pleased that Miss Cook should have come so far to give us this message of the success that she is having. Enthusiasm and individuality will always bring success.

We now return to the east, to show that new effort in bookselling is not restricted to the other side of the Alleghenies. I have special interest in having Miss Mahoney speak, not only because I was a Bostonian and I think will always be one, but because I have watched her enterprise grow there and know the circumstances under which it started, and the enthusiasm and ideas that are in it, and also because I think the line in which she is working, that of children's books, is especially adaptable to the *small* bookstore, and to the bookstore of individuality. I take great pleasure in introducing Miss Mahoney of the Bookshop for Boys and Girls. [Applause.]

III—THE BOOKSHOP FOR BOYS AND GIRLS—BOSTON

By BERTHA E. MAHONEY

A year ago this month when, as a would-be bookseller, I attended the American Booksellers' Association meeting in Chicago, I left at the end of the three-day conference with a very definite feeling that an honorable place in the group was worth working for. My appearance here to-day does not mean that we think the Bookshop for Boys and Girls has really earned its place already. We can at the end of our first six months speak only as hopeful *travelers*, not in any sense as *arrivals*.

THE ORIGIN OF THE BOOKSHOP

The Bookshop for Boys and Girls is one department of a social-educational organization in Boston, the Women's Educational and Industrial Union, organized in 1877. It conducts some commercial departments—food shop, lunch rooms, etc.—which contribute their profits toward the support of departments educational or social such as the School of Salesmanship, Departments of Research, Vocational Training, and the Appointment Bureau. The Union has a supporting membership of about 48,000, together with many yearly donors.

The new department—The Bookshop—is an outgrowth of a small effort started in 1910 and continued for four years, of presenting plays for children. Those who had most to do with this work finally came to feel that children do not need the theater, that a good reading taste gained by them as children and their very occasional attendance at the best dramatic productions for grown-ups will take care of good adult dramatic taste. They came to feel that "the book's the thing." They were aided, no doubt, in arriving at this conclusion by their study of children's books during those four years and by the discovery that the field of good books for children is such a rich one.

In September, 1915, the idea of a bookshop for children was more or less complete. From then until the bookshop was actually opened, time was given to the intensive study of the books, to the arrangement of the room, to advertising and to the general organization.

CREATING AN AIR OF INDIVIDUALITY

It was decided to give the Union's Bookshop the appearance of a New England bookroom and we were greatly helped in this by being able to rent a second-floor-one-time-double room, with windows at either end, two fireplaces and old-fashioned white-painted woodwork. It was necessary to gain desired effects at the minimum of expense. Some good mahogany desks, chairs and tables were donated to us, bookshelves and a large display table were built, hangings were selected, and at last the Bookshop was opened—in October, 1916—a simple, light pleasant room, with its front windows looking out across Boylston Street to the Public Gardens.

In planning the arrangement of the room we always kept in mind that the room was to be merely a setting for the books and pictures,

but must not call any special attention to itself. The experience of the early days of the Bookshop presented some disappointments in this respect. A gentleman appeared in the main office of the Union, saying, "I've been sent here to see a window of geraniums and ivies." They sent him to the Bookshop and we showed him—the window!

INDIVIDUALITY HAS PROVED A NOT UNMIXED BLESSING

The principal of a private school, who we hoped might be especially interested in the books, came to visit. She had scarcely arrived when she rushed to a window, examined the curtains and particularly the fixtures. She asked searching questions about these fixtures and when she was finally drawn away in the hope that she might just cast a glance at the room as a whole and at the books, she gave only half attention. The next morning her sister arrived, saying, "Will you please show me your drapery fixtures, Oh yes. Where did you get them?" And with this information, she departed *at once*.

Again and again we were asked where we obtained a very inexpensive bit of tapestry over one of the fireplaces. Where we got our furniture? And would we sell our furniture? (By the way, at Chicago last May, on that day so discouraging to a would-be bookseller when a rising roll call showed how few were selling books alone, and how many were selling other things all the way from drugs to automobiles, I do not remember that anyone was selling antique furniture. From our experience, this should be profitable.)

Fortunately, although many seemed interested primarily in things other than books, there were many more who caught at once and appreciated the purpose of the Bookshop.

THE BOOKSHOP CATALOG

Of course it was our desire to become known as widely and as quickly as possible and to take some steps even in the first year toward building up a mail-order business. We sent out first announcements (about 10,000) to a personally compiled list of Massachusetts names. But we felt that to explain the character and aims of the Bookshop we must do more than that. So we decided to publish, even at the time we opened, a Suggestive Purchase List arranged particularly for the use of those having to buy books for children. I know that some of you have considered this catalog a failure from the commercial standpoint and an extravagance, but from our standpoint it has been well worth while. It has been applied for by mail from all over the country and from places in Canada, England and France. It is used in class work at the University of Illinois, Pratt Institute and Teachers' College. Is on the desks of the New York Public Library branches where the Supervisor has suggested that it be recommended to parents as a practical list. Many

persons from far away places have visited the Bookshop as a result of it and mail orders have been received from it.

Our desire has been that mail-order business should come from places remote from good book centres and it is interesting that such orders *have* come from Nova Scotia, Canada, Florida, Tennessee, North Carolina, Delaware, California, Washington, Minnesota and Michigan.

TALKING UP THE SHOP TO WOMEN'S CLUBS THRUOUT THE STATE

With the financial means for advertising very limited, with a second floor location and with only a small showcase on the street, we realized from the beginning that we could not sit in the Bookshop and expect in our first year a business which would even approximate being self-supporting. We decided that we must go out after business. Consequently, in the spring before we opened we wrote to a number of women's clubs thruout Massachusetts, outlining the plan for the Bookshop and asking for opportunity to address their club on the subject of books for children and to show an exhibit of books, the only charge being payment of expenses. As a result we have spoken and have shown our books in 12 different cities and towns during the months of November, January, February and March. In every case, the exhibits have resulted in orders, and in the drawing of new customers to the Shop.

The series of story-hours for little children, held once a week for five weeks, were attended regularly by the same group of children.

SPECIALIZING ON SERVICE

We determined to specialize on service. The two assistants are both Smith College graduates. One has studied story-telling for some years and has real ability in that respect. The other went to Simmons College last summer and took the course in children's reading. Then both gave clerical assistance in the making of the published catalog, made the card catalog of the stock used in the Bookshop, opened, checked and entered the initial stock and so became absolutely acquainted with the Bookshop stock as a whole. Both are good saleswomen. This knowledge of the stock as a whole, and of the individual books, is most essential with us because we arrange our books in groups according to their subject. Old fairy tales together; modern fairy tales; stories of Adventure on Land, Sea Stories, and so on.

From the day we opened we were required to give the specialized service we wished to give. We are asked constantly to recommend books for children of certain ages, and to explain why we recommend the book and often to outline the story. We are asked to suggest other books about Greece which children interested in Greek mythology may enjoy, to compare the merits of flower and bird books, to suggest books which may lead a boy interested only in wild and lurid adventure to more peaceful paths (a difficult task indeed!),

and to recommend dog stories which are *not* sad. This last requires thoro knowledge of the book because nearly all dog stories are sad.

At Christmas time we found it difficult to secure the necessary assistance and still maintain our standard of service. This was important since many customers would make their only contact of the year with the Bookshop at Christmas and judge us thereby. After some experiment, we found it impossible to have new workers on the floor. We relieved ourselves at every clerical point but passed thru a terrific six weeks, selling all day and doing other work until midnight every night. This year we shall begin to train the necessary Christmas helpers in the summer. Of course you do not need to be told that our percentage of salaries to other expenses is very high indeed. But with ineffectiveness at this point, such a bookshop as ours would have no reason for being.

PUTTING IDEALISM INTO BOOKSELLING

To a bookseller visiting our Bookshop we happened to say that a certain biography would interest many young people of 13, 14 and 15 as much and more than many stories, since it had all the elements they desire, including romance, and had them in the abundance of life itself, not in the meagerness of life presented as it never was and never will be. He replied, "Oh, but think how you'd have to work to sell that book. Books that sell themselves are the thing!" Our silent response to this was, "Yes, but most people know very little about the really good books for children and, of course, one must work to sell *any* of them."

I've cited this little incident to show how difficult we find it to define our aims to you, and we are a little afraid that if we do define them you will think them worthless. Our Bookshop for Boys and Girls exists, not simply to *sell* good books for children but to increase their love for books, because we believe that good books are so important as to be an essential part of life. We feel that the two main essentials are the power to think truly and the power to feel deeply, and that these two essentials result in "preparedness for worthy action." These are the things we all desire for children. While they can certainly be had in part thru the experience of everyday living, they can be had in most satisfactory completion, we feel, only through worthwhile books.

STIMULATING BOOKS AND BOOKS FOR THE LAZY-MINDED

Books divide themselves in our minds into two classes:—books which stimulate thought, and lazy-minded books. Anderson's stories of the "Tin Soldier" and "The Ugly Duckling," and books like "The Wonderful Adventures of Nils," "Pinocchio" and "Heidi," "Johnny Blossom" and "Donkey John of the Toy Valley" are all in the first class, but the little girl of eight who has read all the "Little

Colonel" books and all the "Dorothy Dainty" books, "Pollyanna" and many others of the same character, is starting upon the lazy-minded habit which most of us have acquired to perfection.

Do you remember that Kenneth Grahame describes in "Dream Days" the reading interests of his brother, his sister and himself. The brother was an authority upon "the uniforms, accoutrements, colours and mottoes of the regiments composing the British army." He himself was most interested in, and a real authority upon, North American fauna, everything that crept, crawled or walked upon feet. And the sister's reading hobby was naval history! One afternoon she was found out on the hillside with her knees supporting her chin, her face the picture of woe; the brother lingered, hoping to learn the cause of her sorrow, and suddenly the little girl said, "It's His birthday and nobody cares!" It was Nelson's birthday.

Against these English children we can set a little boy of seven whose father brings him into our Bookshop at intervals in the hope that he will be ready to leave his present hobby and choose another. But no, the boy can't get enough of Mr. Thornton Burgess and is probably now delighted with the issuance of two new books at the same time—"Paddy Beaver" and "Mrs. Quack." Not that we love Mr. Burgess less; we like him in moderation but perhaps love others *more*.

Perhaps you will say "Those Grahame children are book children, not real," and in reply we will say, "Yes, but these are the books we shipped at Christmas to some little boys in London—seven and nine years old—books which their mother had written their American friend they would like: "Hoffman's "Book of Sagas," The Platt's "Stories of the Scottish Border," Wilmot-Buxton's "Norse Heroes," Pyle "Men of Iron," and Katherine Pyle's "Wonder Tales Retold."

Then, too, as still further evidence, we will tell you of an American boy, appointed Rhodes Fellow at an English University, who said, "I feel so ignorant beside these fellows." But it's not the English alone who think and read beyond us as children. Prince Kropotkin in his "Memoirs of a Revolutionist" tells of the lengthy letters which passed between his brother, seventeen years old, and himself sixteen, on the variation of species, and other abstract questions affecting humanity as a whole.

At any rate, what makes work in the Bookshop for Boys and Girls so thrilling is that we feel we are working with something worth while. We take the greatest pleasure in helping those who are interested to find books written by persons of vision. This doesn't mean "high-brow books" and it doesn't mean exceptional children. We've found some very average children with unspoiled reading taste, who just naturally *like* history. One day when I was in the Children's Room at the Boston Public Library, two boys came to the desk and one said, "Miss Jordan, have you a book on the 'rigination of man?" These two boys

had for several years been reading history almost entirely. And last summer they started to write a history of the world for 2,000 years. One was writing the ancient, the other the modern part, and the latter hoped to bring it down to President Wilson's administration and to get in something about the war. They "thought it would make a book of a thousand pages." Along toward September the huge size of their task began to dawn upon them—well, their history has not yet gone to press. Another pleasant feature of this story is that these boys were American boys—very average ones.

THE DOUBLE AMBITION OF THE BOOKSHOP—AS YET UNREALIZED

The Bookshop for Boys and Girls has two ambitions—secret until now—we want to be able to answer a roll call at your meeting in the year 1920, and we long to have the publishers' representatives clinch their arguments to discriminating buyers upon the merits of a book, not by saying, "this book is on the A. L. A. List," but by saying, "this book is stocked by The Bookshop for Boys and Girls in Boston."

In closing, may I revert for an instant to the pleasure and satisfaction of conducting a bookstore, by passing on the words of President Poincare, when he addressed French publishers and booksellers a few weeks ago: "You are," said he, "soldiers of the thought of France."

CHAIRMAN MELCHER: Your enthusiasm shows that we understod that Miss Mahoney's is not a problem outside of our own retail interests. Unless we can become as enthusiastic, as much in love with our own corners of book distribution as these people do in these new undertakings, we surely shall not find our growth at all commensurate with our opportunities.

When I came to New York last January, I tried to make an excuse for my visit here at that time. I went back and told the people in our little store meeting that I had found one new thing, taken home one new inspiration, and I told them in the greatest detail possible what they were doing at the Sunwise Turn Bookshop. I had noted their address a few months before simply from a spot of color. I got an announcement, as some of you probably did at that time, that had their little emblem on the front. I felt that any people who took as much pains with their announcement, even to the color, as they did, had something to say. So I went around to hear what they said, and the thing that I took back to my salespeople from them was this: "They are working in a different environment; they are creating an individualism that we can't strike here; but still they are working to sell books and they are going to do it successfully, I believe." So I have been very anxious that Mrs. Mary Mowbray-Clarke, one of the two able proprietors of the Sunwise Turn Bookshop, should be presented here to-day. [Applause.]

IV—THE SUNWISE TURN BOOKSHOP—NEW YORK

By MRS. MARY MOWBRAY-CLARKE

I well remember, when Miss Jennison and I thought of this idea of having a bookshop, how we consulted some of the older members of your profession and they frowned upon us very violently and said, "What, you very inexperienced women are going to come into this highly specialized trade which some people have spent their lives in learning! How are you going to do it?" And we said the reason we were going to try to do it was because it seemed to us as outsiders that books were not being sold *as works of art*; whereas books were works of art, and had a place in art. When they were sold commercially they were placed before the people very much as potatoes and other objects sold by the grocer.

STARTING IN THE BOOK BUSINESS WITH A PHILOSOPHY OF LIFE AND A THEORY

Approaching our business in this spirit, we had, on the other hand, everything to learn on the other side. We had a philosophy of life in general and a theory. But we didn't know how to sell books; how to take the money from a customer; how even to wrap up a book. We knew nothing whatever about bookkeeping, nor how to buy books from the publishers. We had always had an account at Scribner's, but we didn't know a thing about wholesale buying. What we did know, or thought we knew, was something about the various fields of art. Miss Jennison is a short-story writer, and I have been connected with art. We have both been hard working women and have realized the necessity of doing a great deal of hard work. We have since had plenty of opportunity to find out that it was a necessary capacity.

We set out with the theory that the place of books in life is not the place of the photograph. Rather their genuine place is that of a kind of spiritual food which helps men on their life's way, helps them to live in every possible way; helps them to live in the daily life that the world has arranged for us. We have both of us made the demand for painting, for sculpture, and for literature—that they be not treated as luxuries but as necessities of life. We lay emphasis on that in our selling. We don't allow any one to think that because times are bad, salaries low, or because there may be a little flurry because of the war, that that is the time *not* to buy and read books. We make them think that that is the very time in which books are the things to turn to in order to get good food for the side of their nature which helps them most in this business of living. [Applause.]

We started out, as Mr. Melcher has just said, by sending out an announcement which compelled attention. We had made up our minds to design an announcement which would be looked at by every person who received it. We sent out seven thousand to a highly selected list all over the United States, England, and France, and we have good reason to believe that few of them were thrown

into the wastebasket. Just last week a man came into the shop who had carried our announcement around in his pocket thirteen months so as to come to the shop when he came to New York. That kind of advertising was a result of my personal experience in art. For I feel that all the way thru these ideas connect up; that the reason why we have no American art worthy of being placed with the great works of art of all ages, why we have no intrinsically great works of literature, is all connected with the way we accept our books.

People keep books as things in libraries but do not carry them in their pockets to wear out. People teach children to be careful of the outer covers of books, but do not teach them to wear out books by reading them. There are all sorts of attitudes towards books. But the Sunwise Turn Bookshop was founded with great enthusiasm and great hope, to lay stress on some particular ideas of our own and to try to prove that they were working business ideas. A great many people thought they were good idealistic theories, but that they had no commercial value. Many people said that, and said also that all the other sides of bookselling were so very much more important than these theories of ours that we would be swamped before we could learn the technique of bookselling. Well, we have worked late at night and most Sundays, and we have learned a great deal, perhaps only one-fiftieth of what we still need to know about the business side of bookselling, but in the course of our year we have done very well. We have just recently put out our annual report to our stockholders—we are incorporated—and we feel very well pleased with ourselves and very much interested in the way in which the plan has financially worked out. [Applause.]

WHY THE SHOP IS CALLED "RADICAL"

But the other side has been immensely interesting. The bookshop we made as beautiful as we could. We are fearfully radical. [Laughter.] I am a cubist, a futurist, an impressionist, all rolled together into one. So we have been enormously interested in all new art developments, in colors, and in the vitalizing of life thru art. We don't believe that, as a nation, we have to go on imitating; but rather that we have something to give in art and in government. Fundamentally, I think one of the things we have to fight here is the timidity of everybody; everyone is afraid to make the first step.

Somebody came to the bookshop one time and said, "I see what you are doing. You see what the other man does and then do differently." We said, "No, we don't bother about what the other man is doing; we do a thing with an idea of our own, and we stand behind the creation of things, the personality of things."

We found a charming, little, old, tumble-

down building in Thirty-first Street, that we were able to insist on a man letting us have for a year. We made that over on a perfectly modern and quite startling color chord, and to any of you who come down to see us we will explain in detail what a color chord is. This room is really the first room done in New York in musical color chord. You wouldn't notice anything strange about it, but it is worked out on a scientific color chord. It started with the fundamental utilitarian fact of the way the books come from the publishers, in their yellow, red and green wrappers. As a matter of fact, every thing we do is founded on a good common sense basis.

Take our name, which sounds very far fetched to many people, that also has a very good common sense basis. It is from an old primitive expression, meaning to go with the forces of nature, *to go with the sun*. We took it from the Gaelic, but it is an almost universal thought. Thibet has it and the Chinese. It just happens that we had a friend suggest the name to us and we took it. But it has very good advertising value. People don't remember the name. They call us the "Sunrise Twins," and everything queer like that, but the name has good advertising value, nevertheless. They speak mostly of it as "the shop with the queer name down in Thirty-first Street," but the fact is that they do remember that there is a special shop in Thirty-first Street with a queer name!

MAKING THE SHOP A CLEARING HOUSE FOR IDEAS

Then, another thing, in the matter of atmosphere, we wanted to make our shop a place which would be a clearing house for ideas. We could air our own, and we were also enormously interested in getting ideas from others just as fast as we could cull them. Out of that thought has developed the most practical side of our shop in selling books; that is, that we have organized a special department in which almost any modern subject can be tackled by any one who needs to know the best in that subject. Just now, for example, there is the matter of efficiency, efficiency in government, efficiency on farms, efficiency in everything else. We gathered all the efficiency engineers that we knew or could possibly meet. We listened to those men and we got from them valuable comment on important books on efficiency engineering and various phases of it. In a card catalog we put the opinions of important men in that line. Now when a young man studying Efficiency at Columbia comes to us we can tell him the ten most important books for him to read. We do that, for instance, also in special trades, like Textiles. We are in the Silk district down where we are, so we went after the heads of the silk houses and the heads of silk mills and so forth. Then I have a friend who is a textile expert and he comes in all the time and gives us the data on the latest in textiles. We take up each particular subject that has value and we get all we possibly can upon that subject and have it right there on tap. While we cannot stock all these books,

we do stock one or two of the very best. We follow in stocking, again, a very definite theory of our own, viz., that books on the same subject must be stocked together.

We all know the theory of Bertrand Russell, that men are not intrinsically evil but intrinsically good. But the tendency of civilization is to make men possessive rather than creative; and hence we have wars of aggression and wars for spreading commerce and all this sort of thing. Is a book creative? does it increase the spiritual side of life? That is the way we test a book. We care most about the serious novels, serious poems. We buy books that we want, and we will order any book—good, bad or indifferent, moral or immoral—for any one that wants it. We have absolutely no "isms" about anybody's ideas, but when we buy books for our own store we exercise our judgment.

Some funny things happen, of course. A great many people use up lots of our time, and then go away, saying "I have had such a delightful call." Very often they don't buy books at all, but they go away and tell people in Oshkosh or Timbuctoo or some other place and we get a letter, often a subscriber.

THE SUBSCRIPTION DEPARTMENT—A REAL SERVICE DEPARTMENT

Then we have another department, a subscription department, that goes quite around the world, to the extent of our having one subscriber in New Zealand and a prominent club in Tien-tsin, China. The subscription idea is to have people make a deposit account for any sum of money they think they will spend in books in a year and we then send them every month, or every three months, or every six months, according to the amount of their subscription, a package of books, the ones we consider the very best for them to have in the lines they indicate to us. We have a missionary in India, for example, far away from anything. He wants the modern books, most modern criticism, etc. We sent him G. Stanley Hall's "Jesus the Christ in the Light of Psychology," and he was delighted with it. Then we have men in the backwoods, in the lumber camps. A man in the Klondike, to whom we send books every month, wants the very best English poetry. He doesn't care about American poetry, but wants all sorts of unusual things that we dig out in London for him. Then we have reading clubs of all kinds and to them we send books of various characters, and in no instance have we had objection made to our selections. We thought at first that people would have objections but we have never found they did, so far. In fact, we have almost gotten to scorn our regular customers who come in every week for books. They are so easy, and take what they are told to take with such absolute docility. We abominate docile people; we think everybody ought to stand up and fight. [Laughter.] We think everyone ought to have ideas of his own. These people take dutifully all the books we put in their hands and that has become a very definite factor in

our support—people who come to us all the time.

Then we have some very troublesome people who want a good novel once a week and there is, as you know, a great worry. We are constantly scouring the universe for them. Besides this we are asked to do all sorts of things. Some one called up to know if we could produce a setting of peacock eggs and another wanted a veterinarian surgeon for a dog: in fact we have all kinds of problems put up to us that have absolutely nothing to do with bookselling. We find that they vary a day that might otherwise be monotonous. Besides we find that the people come back afterwards and buy books.

INSTALLING SPECIAL LIBRARIES

One of the most interesting works of the Bookshop has been the fitting out of special libraries, of trying out libraries for groups of special workers. We started out with the idea that people interested in any special trade liked books about their trade. We were afterwards advised by a young man who had a great deal to do with stimulating reading in his own office that a much better thing to do would be to give these people fine arts and the finer kind of books, Dunsany, Masefield and the rest, and not just books about their own businesses. In rest hours they are not anxious to read more about the work which they were only too anxious to leave at the closing hour. And it is perfectly amazing to see the books that we have been able to put in the hands of groups of girls and young men working in offices, who ordinarily would never come across this class of books.

We are now putting a library into one of our largest women's clubs—we suggested that they should have a library, and they got together a committee, who worked up a long purchase list, including "The American Commonwealth" and all that sort of thing. But we said: "No, that isn't the kind of books anybody will read. What you want to put in their hands are perfectly alive, up to date books, the best books on the war and on the present situation in America and all the good novels." We don't know and don't care whether these books will "last"; but we do care that they shall make people last and get them going, get your club alive and make people do some creative thinking. We finally brought them around to our way of thinking.

KNOWING ONE'S STOCK MEANS SELLING MORE BOOKS

We try to carry books we have read, or those our enthusiastic readers have read and told us of and given us very definite comments on. We rarely have a book in stock that we don't know anything about; and it is almost impossible for any one to come into the Bookshop and not buy a book because, if he didn't know anything about a subject before he came in, he is talked into it while there. And they write back. We have all over the country now young men, sent out on special missions to outlying parts, who write with anguish and beg for the kind of books they

bought at the Bookshop when in New York. In this way we have started a great many men off on special lines of reading.

DO MEN LIKE SUCH A SHOP?

In the very early days of the shop, because of our own presence and the blue chairs and so forth, people said: "This is very ladylike; women will like it, but will men like it?" So we kept a census to see whether it would drive men away or attract them. We found that of all the people that came into the shop over a considerable period, three out of every five were men. We do think more men read than women. We don't like to say this, but we are afraid it is true. [Laughter.] More men read serious books and read them regularly. Being in the business district we are enormously satisfied and gratified to see the great number of young office clerks who read a book a week, buying a book regularly Saturday night to read Sundays or at lunch time. They come to us week after week, and discuss their books with us; and we know them all by name and get a great deal of information out of them.

Young doctors come in: we do all the special buying for them. We get all kinds of people. We have colored people. We have all sorts of people who are not ordinarily readers at all. Little cooks come in who want copies of the "Imitation of Christ" because they have heard some preacher giving a lecture about it.

We do all sorts of things to books, too. We are taking a copy of a Testament given to a boy about to sail to France who said he would love to carry a Bible to the front but did not like the look of a Bible. I wanted to give him this Bible, and he said he wanted it if it didn't look like a Bible. I suppose it will be the most remarkable Bible ever taken to the front.

Among the other adjuncts of the Bookshop is an artistic office boy. Sometimes he is just an ordinary office boy, but when we want a design made we take him off his deliveries of books and let him make the design, and then he is enormously interested. When we send him out with a hasty rush order he is very apt to give to a friend the delivery of the order and the friend is apt to forget to deliver. Then we have to send a special messenger and duplicate the delivery. That is his disadvantage.

Now, the sum total of the work of the year of the Sunwise Turn, I think, if, indeed, it has anything to contribute to the booksellers, is this, that the whole question with us, and, I believe, the whole question with this country or any country, is not to follow traditions excepting where traditions furnish food for our growth, where they give us something to grow on. If, having grown, however, we haven't grown into something a little different from the things we have grown among, then our work, it seems to us, has been of no avail. And so, having just finished our first year at the Sunwise Turn, we are starting out on our second year with fifteen or twenty

new ideas, and I shall hope next year to come and tell you more of what we have done. [Applause.]

THE CHAIRMAN: I wonder if there isn't something wrong with the binding of Bibles? We are so used to having Bibles look as they do that a lot of people don't like to have them around. It hurts the sale of the book to have it bound in black. Can't it be that way with our bookstores, too? The reason we want these new booksellers to come in and stir us up is in order that they may show us that bookstores can be put in other colors so that they will make an appeal that they didn't in the drab they were "bound" in before?

Mr. Macauley has given me permission to mention one other piece of work done by a woman. I suppose the most influential woman in the book-trade, so far as the distribution of books goes, is Miss Massee, editor of the A. L. A. Booklist. I have been using that list a great deal in my buying. As soon as the list comes to my desk it is promptly checked with the books we have in stock, and those we haven't in stock are usually pretty good buys. The notes are very informing, and tell you, not what to buy a month ago when the traveler was here, but what to buy for the steady trade three months ahead. Booksellers will find this list one of the best guides possible to the intelligent purchase of miscellaneous books. Miss Massee has sent us copies with a slip inside which tells how they get their information together—in contributions from hundreds of well-informed people—and I think the retail booksellers who will subscribe will find it a very helpful organ. [Applause.]

[Here Mr. Macauley assumed the chair.]

THE CHAIRMAN: The time has come for us to give attention to Mr. Butler's report. I am going to ask Mr. Butler to sit on the platform beside me so that he may be prepared to answer, through the chair, any questions you desire to ask. I take it you desire to have the meeting open with informal discussion and leave action for a little later time.

MR. CLARKE: It is a great many years since I first came here and opened the vials of my wrath on the old unstandardized price, and it was not believed then that the standardized price would ever eventuate. We have come now to another parting of the ways and I believe this reform is just as possible of accomplishment. It is absolutely possible for the two or three elements that make up the book-trade to forget the past, and start again on a solemn safe business basis in accordance with the methods in vogue in most lines of business. I want to accentuate one or two things Mr. Butler brought out.

Incidentally, however, I want to throw more blame on the bookseller himself, who has not gone and I think still does not go into the details of his business. I doubt if there is a bookseller in the room who can tell the various ranges of discounts given him in the course of a month by a single publisher. I took occasion to investigate and found that with every discount given for regular books

or net books the bare possibility of a gross profit on every book sold by me at the full retail price would have been 33-1/3 per cent. It is not reasonable to expect the overhead in the book business to be less than 28 per cent. Mine last year was just short of thirty. I have tabulated the various ranges of discounts given me this last month and they range as follows: [Reading.] Nothing; 5 per cent.; 10 per cent.; 1/8; 15 per cent.; 16 2/3 per cent.; 1/5; 1/4 and 5; 28 per cent.; and 3/10. All of those goods were sold at a loss. We had to bring the goods sometimes from a distance and there was an excess cost of transportation to be added. Then we go on: [Reading again.] 33-1/3, 3/10 and 5; 3/10 and 10; 35 per cent.; 1/3 and 10; 40; 40 and 10; and 50 per cent. The 50 per cent. was one of those bogus prices made to drop the price from; the 40 and 10 books were the old Harper and a few other books that remain at the old long prices.

Now, from those discounts we must make libraries a discount if the library discount is continued. That brings me to the fact that I was very glad to have that library business handled so comprehensively by Mr. Butler but I have some figures here which show what is probably a key to many other States. In the State of Massachusetts are 408 libraries in 354 cities and towns. These 408 libraries maintain 6,081 branches and depositories. The free public libraries of the Commonwealth house over six and one-half million volumes. If the public libraries were evenly distributed there would be a main library to every twenty square miles; branches and depositories would be in sight of each other, if not in hailing distance; to be exact one and twenty-seven hundredths miles apart. I bring this up because I have been for years a strong advocate of public libraries, but I do not believe, never have believed, and have the endorsement of many prominent librarians in not believing, that there is any reason for a discount to libraries.

I maintain that outside enterprises that do not carry books for sale ought not get a discount. That is along the lines of this resolution. There is a jobbing house not very distant from here that has made a business of establishing circulating libraries, and there have been hundreds of them established in Massachusetts. "Through our enormous powers of purchasing stock" the jobber advertises, "we can fill your orders with special discounts. We have a special department to attend to circulating libraries."

I know the publishers have given different discounts to different dealers right in this room at present. One man gets 25 per cent. and another dealer gets from the same publisher 33-1/3 per cent., another 30. The game is not fairly and squarely played by the publishers, but I believe these things should be put concretely to them—and not antagonistically. The time has come for us to get together, and I believe that course is the only salvation of the book-trade. [Applause.]

MR. ANDERSON: There are of course two sides to this matter of direct sales. There are

seventy-five thousand post offices in the United States and in probably not more than two thousand of these localities are there bookstores of any sort. The gaps have got to be reached in some way. It has occurred to me since this morning's talk by Mr. Butler, to ask why, where there are bookstores, they might not reach out to those localities contiguous or within their diocese as it were and do a mail-order business themselves, as some publishers, some jobbers, and other booksellers in our section of the country do.

I am reminded that a good many years ago—I could go farther back than fifty years if I had to prove an alibi—there were more bookstores than there are now per capita. For instance, along in the late fifties and sixties, the town of Jackson, Michigan, with a population of about 5,000, used to do a business in the New York trade sales of about a carload lot. The other day a man went into a bookstore in Jackson, with its 30,000 population, and wanted a copy of Dumas' "Three Musketeers," or something more than a paper novel and they had to send to Detroit or Chicago for it. How is it? In Newark one of the best bookstores in the land was located fifty years ago, N. R. Dennison & Co., the biggest purchaser that the original Baker & Taylor Co. had. Newark, to-day, with 300,000 inhabitants, hasn't a bookstore except the department in Hahne's Department Store. There is no bookstore to speak of in Paterson, with over 100,000 population; nothing in Jersey City, with over 200,000. What has become of the bookstore? There seems to be something needed to create the situation that existed before. There were nearly a hundred jobbers in the United States then. There are only three or four now, and it is only by the enormous sales of McClurg, Baker & Taylor and the American News Co. that they can pull out even at the end of the year. I don't know the solution; but there is the problem.

MR. MELCHER: I have been permitted to see some notes Mr. Doubleday has made; and it seems to me they are pertinent. I would like the Chair to call on Mr. Doubleday.

THE CHAIRMAN: Will you come forward, Mr. Doubleday, and read us your notes?

MR. DOUBLEDAY: I have some ideas, I am sorry to say. When I talk to my associates in Garden City they say, "For Heaven's sake don't tell the booksellers that; you will never sell another book." So, this time, I said to them: "I will write it all down and get your approval of it." Now, if any of our salesmen come around, and you punish them for what I am about to say, I want you to understand they knew in advance I was going to say it. [Laughter.]

I would like to speak of three things in as few minutes as possible:

First, about present conditions;

Second, the resolution about selling books by mail;

Third, what to do about the fall conditions.

I wonder if you realize the seriousness of the publisher's problem as we are facing it to-day? The bookseller is fortunate in that his percentage of gross profit has not been

unfavorably affected as the publisher's has. Retail prices of books have increased on an average about 15 per cent. Yet paper has gone up over 100 per cent. and other materials from 30 to 200 per cent. beside the increase of general expense from which we all suffer alike. Our only remedy is to sell more books, unless you are willing that we should reduce discounts.

Second: How about this resolution objecting to the publisher's supplying books direct by mail? I regret that so much attention should be given to so negative a suggestion—to a matter which, if adopted absolutely, would, I believe, decrease your sales. The same amount of effort spent by you on a co-operative, constructive idea might readily increase them at least ten per cent. I believe you greatly exaggerate the importance of this particular subject. You will never get rich on the books which the publishers don't sell.

I can only give you the results of a study of Doubleday Page & Co.'s figures. No doubt other publishers will testify to much the same effect. The sales covered by your resolution, as I understand the resolution, do not amount to as much as one per cent. of Doubleday, Page & Co.'s total sales. At least half of these direct orders come from foreign places where the buyers could not obtain the books desired. At least half of the one-half of one per cent. left are for books which the buyer does not find in the bookstores for one reason or another. This leaves about one-fourth of one per cent. which might possibly be forced into the booksellers' hands. Other publishers may have a different experience, especially if they advertise largely in newspapers and periodicals, but Doubleday, Page & Co. spend about sixty per cent. of their whole advertising budget in posters, window displays, imprinted circulars and catalogs, etc., supplied to the trade gratis.

There is another kind of mail-order trade which, if you object to it, you do not, I believe, fully understand. It has benefited and not injured the bookstores. Take two cases: A single mail-order house has sold 160,000 sets of O. Henry's works thru circulars and advertising. To sell these nearly 2,000,000 volumes they have spent about \$500,000. By no chance could they get all the benefit of this expenditure when the reader could buy these books, one or two at a time, in any bookstore. You sell in single volumes but the mail-order house can only sell in sets. The sale of O. Henry's books in the bookstores has more than trebled since this campaign began. In the case of Reed's "Guides." Mr. Reed, a gentleman who lived in Worcester, Mass., made these books and sold them by mail exclusively, with the exception of a few hundred sets to people who especially applied for them. Doubleday, Page & Co. induced him to let us sell thru the trade. When we bought out Mr. Reed's business later we continued this campaign of sending circulars, and got everybody who would do so to send out circulars also. Perhaps 4,000,000 circulars have been sent to possible buyers. The trade has sold 150,000 volumes where they sold none before,

and they did not pay any of the advertising expenses.

Third: I have always believed that the trade could sell books by mail, and until they make a strong effort to sell books by mailing circulars on a well developed scientific plan, they ought not to complain of those who do, especially as they get gratis the valuable by-product sale with no direct expense to themselves. Selling books by mail is as different from selling books over the counter as playing a piano is different from playing the fiddle—it takes a separate and distinct course of study.

If the Chairman will appoint two open-minded booksellers—

THE CHAIRMAN: Where are they?

MR. DOUBLEDAY: Mr. Melcher, Mr. Butler—I used to think Mr. Butler was one. [Laughter.]

If the Chairman will appoint two open-minded booksellers, we will show them our confidential figures and give them information that we have spent many thousands of dollars and patient study to acquire, to help them to decide whether it will pay you to take up bookselling by mail.

To lighten your burden and enable you to turn your stock more quickly, I think we should all reduce our fall lists, particularly in expensive books. Doubleday, Page & Co. have already reduced theirs by one-third (from 36 publications planned to about 25 or 26), and we hope there are no dead ones left to offer you. We must redouble our efforts to sell more books to take care of large over-heads.

Doubleday, Page & Co. are enthusiastic for co-operation to sell more books, and we are all going to suffer unless we get earnest, constructive action, as distinguished from negative action.

Now I have said to you that I would like to help the booksellers to sell books by mail. I have said this in I don't know how many booksellers' meetings, Mr. President, and now I am going to quit saying it. If any booksellers want to sell books by mail, and our assistance or our experience or our tests are of any use to them, we will be glad to co-operate; and I am not going to defend myself for selling books by mail again. I am going right on selling them.

MR. THOMPSON, (G. P. Putnam's Sons): With regard to what Mr. Anderson said, I can perhaps give a few statistics of value. We have a little mail-order department. Possibly some of you may think we are selling Putnam's entire list thru that mail-order department. Putnam's list consists at the present time of about forty-five hundred titles, exclusive of the Cambridge University books. We have made intensive sales thru our mail-order department of exactly eighteen different titles, and I suppose that of the remainder of the forty-five hundred titles, in two or three years, we haven't sold one hundred collectively. That is the relation of the mail-order business, so-called, to Putnam's forty-five hundred titles.

I made a study a few days ago of just exactly what Mr. Anderson was talking about. There are in the United States somewhere between sixty and seventy thousand first, second, third and fourth class post offices. I didn't count them all. There are about nine thousand first, second and third class post offices. In the last edition of the "Book-Trade Manual," published by the PUBLISHERS' WEEKLY, there are listed book stores—that is, stores which are worthy to be called bookstores—in exactly 814 towns in the United States and its dependencies. That is, there has been some sort of a bookstore started in only 814 towns out of the 9,000 first, second and third class post office towns and cities of the country. Now, we have a list of mail-order buyers which we have built up thru the intensive sale of these few titles I mentioned. A count within the last week of those shows that they cover exactly 14,689 post offices in the United States and its dependencies. Deducting the 814 towns in which there are bookstores it appears that we have sold in practically 14,000 towns which are not served at all by bookstores now. [Applause.]

MR. CONOVER: I just want to say a word about the nature book that Mr. Doubleday spoke about. I go to Church Sunday morning, but Sunday afternoon is my own, and I roam the fields and woods and by the streams, and look up wild flowers with brother Doubleday's book in my pocket. The next morning I put some of the flowers in a vase in my store window. People come in and say, "What is that?" "Why," I reply, "that is a flower I found in the woods yesterday. Didn't you ever see it before? Here's a book with a picture of the flower. All you have to do is put that book in your pocket and go to the country and you can find flowers as well as I can." I have sold over twenty-five of these books this spring already and they are still going. [Applause.] Last fall, in November, I went up into the woods and I got a nice little bunch of pipsissewa, that intensely, vividly, green plant that stays green all winter, and that plant was still in my shop in March. It was still green, and I think I have explained it to not less than a couple of hundred customers and shown them where they could find it in the book. That is the way I have sold a lot of those books and gotten people interested in real things. [Applause.]

Now, then, another thing. We are having the women take more part than they did before. I happen to be a trustee of the Baptist Church in Amsterdam and we had nine male trustees. Oh, said I, that isn't right; the women ought to have a representation on that board of trustees. We now have four women and five men on that board and you would be surprised at the change in the attitude of the Church. [Laughter.] We will have just as much improvement here if you will get these ladies out and get them busy. [Applause.]

THE CHAIRMAN: We will call on Mr. Butler for a word in reply to Mr. Doubleday.

MR. BUTLER. He's simply side-stepped the

whole situation—which, without reading his notes in advance, I thought he would do. [Laughter.] In the first place, you [addressing Mr. Doubleday] have taken up the smallest part of the proposition. Such questions as large direct mail-order schemes and things like the *Review of Reviews* special proposition, as stated in the paper this morning, we hope to bring up before a joint committee of publishers and booksellers to thresh out. In six months or a year we could get some determination, some rule and regulation as to what it is that publishers should handle and what booksellers should handle. You heard the list of classes of buyers read this morning. You are charged directly or indirectly, with selling libraries, and thirty other more distinctive classes of buyers in the United States, at a discount that the bookseller can't allow. Answer that. [Applause.]

MR. DOUBLEDAY: Mr. President, will you let me get back at Mr. Butler; he is in the habit of making statements and not having anybody contradict them—I don't know whether he is married or not! [Laughter.] We haven't a library customer on the list. We don't sell to libraries.

MR. BUTLER: I said you were charged.

MR. DOUBLEDAY: Please get up a better charge.

MR. BUTLER: If you want the documentary evidence any time that some publishers and some booksellers, as quoted this morning, are selling to colleges, to the clergy, to teachers, to general libraries, at all sorts of special discounts, let me know. How do you expect the booksellers to thrive and flourish under a regime like that?

MR. DOUBLEDAY: Mr. Butler, I don't expect it. But if you find us guilty of your charge I will apologize and cut it off.

MR. CONYNGTON, (Ronald Press): Our house does a large mail-order business, and last year the amount we sold to the retail trade amounted to only ten per cent. of our sales. To date this year, trade sales amount to sixteen per cent. and we are trying to increase that percentage. A few stores have specialized to a certain extent in our line of books, which are semi-technical; and we have got good orders from them and their trade is increasing. We do not sell by mail by preference at all, but as a vital necessity because we can sell only in that way if we would reach the people we want to reach. It has seemed to us that those in local business in communities all over the country should know their patrons best, should know for instance, the men who want to buy our line of business books, and get at them if they tried better than we do; but, as it is, the situation is that they don't.

There is one thing I do want to bring to your attention. Just as Mr. Doubleday says, when we start a mail-order campaign on a book, or a line of books, we immediately have increased orders from the trade. When we get a mail-order for a book of this kind the man isn't usually spending money that he would otherwise have spent in bookstores;

but theater money or money he would have spent ordinarily for dining or things of that kind. In the present day the bookstore is not getting the share it ought of the spendings of every family. We do not figure that we are taking anything from your trade, but that we are getting money that would probably otherwise be spent for personal indulgence. We hope some day to increase our proportion of sales through the retail trade, and, if that happy day comes when we can sell *all* that we sell in that way, no one will be more delighted than we ourselves. [Applause.]

MR. MELCHER: I want to speak on the resolution of the Board of Trade, both to lay emphasis on how much of it I believe in, and also to correct what I think are some misinterpretations of it. It is being made to mean that we are criticising more than my experience would indicate to be wise. I believe—and this is my chief issue with the publishers—that as booksellers we are under the great handicap of having our closest relations with a group of disorganized, or, I should have said, unorganized individualists, and much as they may say about the smallness of our booksellers' organization, it is nevertheless infinitely better than no organization at all.

We are handicapped because of that lack of organization, and if there could be one thing done more than another next year to help the distribution of books it would be to put the publishing trade on that ethical basis acknowledged to be absolutely necessary in almost every other trade in the country. What are we going to do when firms like The Macmillan Co., and Scribner's will not go into an organization of publishers? When some farsighted publishers tried to start the Co-operative Bureau, what did these larger publishing men do? They stayed out. The smaller ones might do all the work, but the benefit would drop into the hat of the larger ones with the larger lists. So long as that spirit exists we will have no one to treat with in these complaints which we have to make. All we can do now is to so strengthen our own position that we can apply pressure as best we may.

But we hope for better things from the publishers, and if their representatives are present they ought to take to heart this real and vital need.

Now, as to direct selling. In my territory it is this way: Indiana is not decently covered with bookstores. New York may be, but Indiana isn't. We have a large territory there and I don't think we booksellers cover it well—I know we don't cover it fully. If the publishers receive mail-orders for the O. Henry Biography or the "Life of John Hay" or any other books, I have no war with them at all if they fill those orders at the regular retail prices, but if they go into my territory with propositions that I cannot possibly equal I am critical immediately. [Applause.] When Macmillan, for example, sends out a letter promising to every school superintendent in my State trade rates on the books listed, when I turn to the list to see what they call "trade rates" to a school superintendent and find that

it means 20 per cent. off on books on which I pay 20 and 25 per cent. on those I get 25 per cent. on, then I say there is something wrong. [Applause.] They can go in there with their agents and sell for a dollar and a half a book I can sell for a dollar and a half all they want to and I am not dissatisfied even if they sell ninety-nine of it to my one; but if they sell for a dollar twenty the book I must sell for a dollar and a half to get back my selling expense then I complain. [Applause.]

Take Harper Brothers—I am mentioning names because I think we might as well be concrete—when a bookseller in the Middle West so underbids on a library contract that his chestnuts have to be pulled out of the fire and Harper sends him a bill (in one case this bill came by accident in my mail) and gives him special rates on juveniles intended for that library, fifteen per cent. better than I can buy those books from Harper for, I think we touch a very sore spot. That dealer could afford to sell that library at my rates, but instead he cuts and then I can see the chestnuts being pulled out of the fire by Harper Brothers. They are one of the best firms in the business on not interfering by direct selling; that juvenile discount just happens to be their particular weakness. [Applause.]

I could go on and mention other things, but my point is that you can't get ahead while the publishers are disorganized. See what happens in the library discount business? When I came down a year ago to find out what there is to it nobody dared to do anything, while the discount went from 20 per cent. at Putnam's and Scribner's to 22½ at Wanamaker's—and nobody would go down to see Wanamaker. No, indeed, it would cost too much money to go down to see them about it. Then Baker & Taylor went down to 25. I am not taking issue with Baker & Taylor. The disorganization of the trade is to blame. When that discount was going down, there was no one who could say: "For the good of the trade, for the ethics of the business, this ought to be stopped." If Gem Clips were being knocked down to cost in the stationery business of course they would stop it simply by the new idea of trade ethics and co-operation; but in the lack of these is our great weakness.

We have said a great deal about libraries and their discounts. The chief blame in this situation is with us in our not stopping them. No one blames them for asking for them, and there were a few active minds and good traders in that trade who went after discounts till they knocked the bottom out of the book business! But I recently came across a statement which shows one of the bright spots; and if there are persons in the library trade taking the attitude shown in this statement there should be a reciprocal attitude here. This is a part of a report by Mr. Stevens, of the Pratt Institute Free Library, Brooklyn:

"The adverse decision of the Supreme Court of the United States against the American Publishers' Association, whereby the constructive work for book price maintenance

which had been laboriously taking shape since 1901 was demolished at a stroke, threw the situation back into the uncertainty and demoralization from which the book-trade had been hopefully emerging. Libraries have not been slow to take advantage of the resultant confusion to demand once more the easy discounts on books that had prevailed in the heyday of the price-cutting disorder. We were ourselves sufficiently in touch with affairs to expect the same consideration that the book-trade was now driven to grant to libraries in general.

"But we have not been altogether happy in getting more advantageous terms of purchase when we realize that they rest on unhealthy economic conditions. The book business is our business, and an unfavorable state of the trade is bound to affect unfavorably all book interests including our own. If librarians are intelligently desirous of the well-being of books, they will be concerned that the publishing and distribution of books in America shall be conducted on a sound basis and on a high plane as it is in other countries where literature is respected.

"The purchasing power of the book fund is of greatest importance to this Library, and advantageous discounts on books are very alluring. But we hope for the time when the whole matter of discounts shall accord with the proper regulation of the marketing of books, and be granted on a basis of mutual advantage between publishers and libraries brought about by a sympathetic understanding and friendly relationship."

That is an admirable statement. [Applause.]

Mr. Edward F. Stevens is the president of the New York Library Association, the largest and most powerful organization of libraries, outside of the National Association.

When the publishers take that interest in the whole distribution of books that will enable them to put their own profession on an ethical basis, backed up by the force of united public opinion, then we shall be able to trade with them and be able to bring matters like these before them. In the meantime I pray for them but find it difficult to work for them.

MR. CONYNGTON: There are two separate grievances. From what the gentleman just said it appears his grievance is against direct selling at cut prices.

MR. BUTLER: No, the grievance is in selling books direct at all. We are asking that the publisher shall sell his book only to a merchant who resells at a profit, who has a store and carries a regular stock of books. That is the whole thing in a nutshell.

MR. HERR: I have forgotten just when the Board of Trade was organized, Mr. Butler, but at that time the thought behind its formation was that it was to be an organization made up half of booksellers, representing this association and half of publishers, representing a similar association of publishers. Unfortunately, for the purpose which they then had in mind, the publishers felt that it was impossible for them to co-operate in such an organization—most unfortunately, I think, as Mr. Melcher has

pointed out, for the book-trade. I am firmly of the opinion that some association of publishers is feasible and will meet with the full approval of the Federal Trade Commission. I think I am quite within reason in saying that the Federal Trade Commission look with favor upon the trade organizations which are working for the benefit of a trade. As Mr. Melcher has pointed out it is utterly impossible for us in this association to get very far because we must every time deal with individual publishers, individually. We tried to bridge this difficulty in the original formation of the Board of Trade but failed.

I am naturally in hearty favor of Mr. Butler's resolution and as a standard of ethical practice it should be passed. But we must realize, in passing it, that we have to allow some exceptions on account of the undeveloped character of retail distribution. However, it is entirely possible for a publisher to refer a mail-order back to the dealer in the territory from which it emanates. That territory need not be a single city or county. It may, in the West, where distances are great and cities far apart, cover a whole portion of a State. This is not an impossible idea. It is an idea that has been carried out to my certain knowledge to a great degree in the stationery trade.

I will admit some publishers may have customers in some sections of the world where it is impossible to give dealers credit, but, broadly speaking, some dealer in some territory should have the profit on each retail order, whether the order is sent to him to fill, or filled by the publisher and the profit returned to the dealer. It is being done in other lines and is feasible with us.

[Mr. Herr cited an experience of his in selling O. Henry books.]

There is one other factor that hasn't been mentioned here. I don't know how to solve it, and I don't think the Board of Trade has solved it yet. This is the problem of the jobber. There are at least three distributing jobbers, two in New York and one in Chicago, that have to be taken into consideration as factors in this proposition. I presume they feel they should have some measure of protection; possibly think they have been driven into competition with the retailer for library business.

Then there is another proposition on which booksellers are just as foolish as anybody:—that is the practice in most of our large cities of selling books over a year old at less than the list price. I had that brought up to me very forcibly by another customer last Christmas. I had been selling, and intended to continue selling, the limp leather editions of standard authors at list prices. I was told by a customer I was selling these books too high, that they could be bought at Wanamaker's, Brentano's and Jacobs', and other high grade stores, at ten per cent. discount. This customer is a director of the American Fair Trade League; and I wrote him a long letter and explained to him why we couldn't make a living profit unless we got list prices for those books.

MR. BUTLER: I have a letter here from an English bookseller which I just received this morning:

"In reply to your query I have the pleasure to inform you that it is not the custom of the English publisher to solicit the direct patronage of the book buying public but rather to direct their attention to the booksellers of repute in their immediate vicinity where copies of our latest publications may be seen. It is also inconceivable that a publisher should approach a public library upon any terms with a view of taking away any order which belongs by right to local booksellers or his legitimate competitors."

[Mr. Butler referred to the discount amendment in the Stephens-Ashurst bill secured by the libraries.]

MR. MORROW (of Frederick A. Stokes Co.): Since you are kind enough to allow publishers a word to say, may I add one or two to what Mr. Doubleday and others have said? The one encouraging note in the talks that Mr. Butler, Mr. Melcher and Mr. Herr have given is the statement: "We don't know how it is going to be done, but we hope you will find some way." That is encouraging, and to the extent that that "don't know" is put into it, I think the majority of the publishers will agree very heartily with the spirit of the resolution. We don't know either, but we would like to see it done if it can be done right.

You talk about an organization. Even before the American Publishers' Association was dissolved the Publishers' Co-operative Bureau, to which Mr. Melcher has referred, was organized. That Bureau at various times had from twenty-one to twenty-three members. It is still in existence, but is not very active. It maintained an active existence for upward of three years and spent in that time in the neighborhood of twenty thousand dollars. The publishers, even the smaller ones, contributed the same amount. I know our own house contributed the same amount as publishers doing three to five times the amount of business we were doing; but we couldn't find any way to grade our contributions in proportion to the business we were doing and we all went in alike. The work was done with great unselfishness; the executive committee, consisting of from seven to nine members at various times, working hard, and we did everything we could think of to increase the reading and purchasing of books in this country.

But we could not compel any publisher to come in. Mr. Melcher has mentioned some of the big houses that would not come in. Even our friends, like Grosset & Dunlap, who had not been in line for the American Publishers' Association at all, still generously contributed to the work. The best we could do was to follow the old scriptural instructions, "Go into the highways and byways and compel them to come in," but the scriptural "compel" isn't the "compel" to bring in the big fellow. What on earth could we do? Suppose we haven't a complete publishers' association? You haven't a complete booksellers' organization to work with it. We did our best to do work with the small organizations we had, spending our money and our time to promote the sale of books in this country; but our publishing friends who didn't come in, and didn't spend any money or time, got their

share of the returns from our work as much as we did. In fact they got more because those who didn't come in were the larger fellows who had bigger lists. But that organization was not able to continue its work, partly because we couldn't get everybody into it to help it out, and partly because we couldn't see results from its work. For one thing we did not get the co-operation from the booksellers that we thought we ought to have.

Coming to the point of the resolution. I am not speaking for publishers who are cutting under booksellers' prices. I think I can speak, however, for such publishers as were in that Bureau, and I think their experience agrees with ours, and ours agrees with what Mr. Doubleday told you here. The Stokes house doesn't sell one per cent. of its gross sales direct—doesn't want to. We are not advertising to sell direct. If we were we would be losing money. In our circular material and in practically all our advertising we refer people to the bookseller. I think that is true of a very large proportion of the publishers who belonged to the Publishers' Co-operative Bureau.

I have told some of you before of a test I made in one territory—Kansas City—where a bookseller complained about our sending out a certain catalog. I took a circle a hundred miles in diameter and examined carefully all the retail orders that came in from that territory during the period that circular would be operative. There was one order for 75 cents in that period. I then examined the accounts of the booksellers of Kansas City and found their mail-orders multiplied not only once, twice, but ten to twenty times during that same period. Did that indicate the orders we were getting as a result of that work came to us?

The majority of us are in the position of Mr. Doubleday. We don't want to sell direct, and of the small percentage of business we do get direct, part comes from beyond the seas, part from Canada and from places where there are no booksellers at all, like Arizona. When you get down to the small fraction out of our one per cent. that could be referred to booksellers, how much good would it do you all? It would cost the book publisher more to refer it than the whole thing amounted to. We are doing our part now to send trade to the bookseller through our circularizing and advertising and so on. Of course with the

multitude of books you have to distribute you can give attention to but a few; but at least give credit to the publishers who have always tried to work with you; and separate, as far as you can, the blame for the things you don't think are right—don't distribute it over all the publishers.

We are just as powerless to get a complete publishers' organization and make it effective as you are to get a booksellers' association that will be effective. We will act on every reasonable suggestion that you may make. I am talking on my own initiative now but I feel I represent the spirit of the other houses who were with us in the Co-operative Bureau. You will find that the publishers in that Bureau will co-operate in any reasonable plan, and discontinue any practice that may interfere with the spirit of your resolution. I don't see what we could discontinue in the Stokes house to meet the issue because we are not doing anything. We don't want to have retail trade. It is a nuisance.

[Mr. Morrow cited a case in which the Stokes house refused a chance to make a direct sale.]

THE CHAIRMAN: The hour has come when we must bring this discussion to a temporary close.

We want some instructions for the nominating committee regarding the Board of Trade. Mr. Butler finds difficulty in securing a quorum of his Board because nine are active members and the other six are alternates. He recommends that we make not only the nine members who are partly in New York and partly scattered around the country active members but that the six alternates be placed on an equal basis. A motion to instruct the nominating committee to that effect would be in order at this time.

[Motion made and adopted.]

Mr. McKee has a communication from the Butterick Publishing Co.

MR. MCKEE: [Read a portion of a letter to the president of the Association calling the attention of the booksellers of the country to the exclusion of mail-order advertising from the *Delineator*. [Applause.]

THE CHAIRMAN: With your permission and without a motion we will refer this to the Resolutions Committee.

[Mr. Melcher and several others led in the singing of "America."]

[Meeting adjourned.]

MORNING SESSION—SECOND DAY

ROUND TABLE DISCUSSION OF DEPARTMENT STORE PROBLEMS AND GENERAL BOOKSTORE PROBLEMS, LED BY MR. LEGALLEZ

[Owing to the illness of Mr. Keating, who was to have led the department store group, that group was combined with the one discussing general bookstore problems.]

THE CHAIRMAN: I notice by the program here that our subject is "General Bookstore Problems."

[The Chairman called upon Mr. Clarke for a "problem" for discussion and the latter suggested the question of salaries.]

MR. BUTLER: I think the idea of paying

commission on certain sales or the total amount of sales is very good. We have adopted this plan and it proves a continual incentive to the clerks. One difficulty is the jealousy aroused between sales-people thru interference with one another's customers, tho this is by no means an insurmountable problem. According to our plan we give a commission of two, three, four, five per cent. on certain books and sets.

MR. KIDD: This plan was tried out and dis-

continued in a store with which I was formerly connected. I doubt very much if I would ever start it again, because we found that when a customer came in to get four or five novels he always went out with four or five novels, but the clerk got the big end of it, and while the system worked very nicely in cleaning up old stock, I don't think it did justice to our customers.

[Mr. Kidd went on to explain that he prefers to move slow stock by trying to interest the clerks in the few selling points which these books, poor as they may be, happen to have.]

MR. BUTLER: You are nevertheless teaching the to sell books you consider "plugs."

MR. McKEE: Not exactly. In some cases they may happen to be very good books, but as you know yourself, there are a great many good books that don't get attention.

MR. WILSON: Two of the greatest assets in getting books before people are show windows and signs, and the signs should be done as scientifically as possible, if that is the word to use.

We are booksellers in New York and ourselves happen to publish three books. One is "The Art of Extemporaneous Speaking." We put that in our window and we had a sign made, the first words of which were, "Can you think and talk on your feet?" Then we went on and described the book. In the center we had the price of the book, a dollar and a half, in figures a foot high. In two weeks we sold five hundred copies. That sign is a great drawing card. The manner in which the window dressers can dress the window is important. Of course it is physically impossible to feature every good book brought out.

THE CHAIRMAN: Do you hook your signs up with newspaper publicity?

MR. WILSON: Yes.

MR. CONOVER: With regard to the wage problem, I always try to anticipate in advance and I think I can safely say that no clerk of mine ever asked me for an advance; he always got it before he asked for it, so that I have had no trouble with the wage problem.

Another problem. We have only three clerks and there are two of us besides, but you have got to have unity of management in your force, or you won't get very far. You can't have your people quarreling with one another or working against one another.

With regard to disposing of old goods, we have sometimes stationery goods we want to get rid of. We take common baskets and put in any old goods we could have sold at one time for a good price, a dollar, two dollars, two and a half, and put one of each in that basket and sell the whole for a quarter. They are advertised in the window, "This basket of stuff for a quarter." You would be surprised how rapidly the baskets go off, and how many things people buy that they don't want because they are cheap. [Laughter.] Another way we have of getting rid of our over stock, that is, of books, is by putting it out on tables in the summer—ten cent, fifteen cent, and twenty cent tables at different times. They

work off our surplus stock better than anything I ever tried.

MR. SHOEMAKER: As a publisher, not a bookseller, I probably don't know anything about the selling of books, but, like most publishers, I have a good many theories on the subject. In the first place, I think a good many people in bookstores trying to sell books, ought to be selling mowing machines or boots and shoes instead of books. They are unfortunately placed; and they probably never will be very successful booksellers. But the chief trouble with most people in the bookstores from my theoretical standpoint is that they don't know enough about the merchandise they are handling. They could very easily become better informed about the books if they had either the inclination or the opportunity of reading, and if some plan could be followed, such as Mr. Estabrook suggested yesterday, of having some sort of staff reading clubs or circles, so that all the people in the bookstore could read certain books, if that were a plan universally followed in bookstores throughout the country, I believe that automatically all the people that tried to sell books would be very much more successful than they are now. The people who come in to buy books are the most intelligent people that come into any stores, and they quickly detect sham knowledge on the part of the sales people. The real book-buyer knows right away whether you are talking from a real knowledge of a book, or merely from the title or the title page, or from a few lines from the publishers' advertisements. They can see at once whether you know anything about the book or not. Needless to say the very best possible way to know about a book is to read it. And when you read a book, especially if you like it, your enthusiasm for the book is so great that you cannot help but impart that enthusiasm to the prospective customer. [Applause.]

MR. BUTLER: I want to express my high appreciation of the remarks that Mr. Shoemaker has made. But how in the world are sales people going to read books when the books come in at the rate of twenty a day or more. You can only select a few of the most prominent books, yet surely all the rest of the books are not published for the mere sake of publishing. They are published to sell. Yet I don't see how it is possible to cover the entire field of literature such as the ordinary bookstore is called upon to handle. We carry out a plan which I think a very effective one: we give every sales person one certain department to take care of. One will have Art, another Biology, another History, another Fiction, and so on. By that means we manage to keep some one salesman posted on a particular subject.

MR. CLARKE: Mr. Butler has hit the keynote exactly. I can well imagine how certain customers may be affected by the judgment of certain sales people in reference to a book in which those customers happen to have a special knowledge. It suggests to me the incident of the man going into the furnishing

goods store and asking for the latest collars. He is shown two. He says, "Which is the most fashionable?" "That one," says the clerk, "I wear it myself." Says the customer: "I will take the other." [Laughter.]

MISS MORRIS: I think the publishers sometimes are misled about clerks' reading. I love to read myself and am an enthusiast when I do read. But just take into consideration how hard the work is for the average department store girl—they work fifty-two hours a week and their leisure is exceedingly limited. They are young people, and want to go to a dance or a moving picture show after the grind of the day is over. You can't expect these young people to spend all their time reading, no matter how dearly they love to. Every one in my department is permitted to take home any book she fancies, and I personally use all my influence to encourage them to do it, but as I said before, you cannot expect these girls, who work fifty-two hours a week, to go home and devote their few meager leisure hours to reading. They have to be well groomed. They must do their own manicuring and their own shampooing, and their own dressmaking—and in most cases their own laundry—for they only get seven and eight dollars a week.

THE CHAIRMAN: Mr. Estabrook, haven't you something to say on this question?

MR. ESTABROOK: I covered the subject yesterday in my paper. I have often wondered if we have really studied the psychology of salesmanship. I have often wondered how often we put ourselves in the position of the salesman on the floor selling books. I studied the thing for some time and I made up my mind that our people didn't know enough about books, and did not say enough about them when the customers came in to buy them. When we started those readings, my plan suggested yesterday, I sent a young lady around among the girls and asked her to find out if they were interested in the idea. She said everybody thought it was good; that they didn't mind giving up a few moments in the evening to get a slight knowledge of the inside of books.

When next you go in to a United Cigar store notice how the clerks handle you. They are the ordinary salesman type, nothing unusual, but yet there is something about them that they have been taught. They have been trained how to approach a customer and sell him.

[Mr. Estabrook proceeded to tell about the Salesmanship Club of Baltimore, and the possibilities in selling instruction.]

THE CHAIRMAN: I would like to say a word along the lines of Mr. Estabrook's and Mr. Butler's remarks. We all get a lot of books from the publishers; we ourselves are receiving ten, twenty or thirty a day. I wonder how many of you gather those books together each day in one certain place, and sometime during the day gather all the clerks about them and talk to them about the books before they go in to stock. I have followed that plan very successfully.

MR. SANFORD (of Ithaca): The salary prop-

osition is one that bothered us until I adopted the plan of taking the salary expense of the store, and then each year if a department showed an increase I would set aside an allowable increase for salaries in that department the next year. I have it understood with the different salesmen that I consider their sales in raising their salaries, altho a man may sell goods in such a way as to lose you more trade than a man that isn't selling so much. We have cash registers which give the salesman's total as well as the department's total. So if a man doesn't get an increase he can come around and ask me and I can show him why he didn't.

Some of the publishers' efforts to aid in selling books have been very amusing to me. Just suppose the manufacturer of a patented inkwell should get out a little circular which said: "The glass in this inkwell is made of the finest white sand to be obtained in the country, and the person who got the sand out took his shoes off before he got it out." Yet that is no more ridiculous than many of the publishers' efforts.

MR. CLARKE: With reference to getting book knowledge into the minds of clerks, we do not meet with any serious trouble. When new books come in we gather our men together, have them go over the books and decide how many copies of each we should order. This gives the men a chance to form a little judgment themselves regarding future buys; in fact, I usually base my own ideas to a certain extent on the lead of the man whom I consider most capable from actual contact with the customers of making a judgment on each book.

[Miss Cook spoke of the effect of a Philadelphia review upon sales of Romain Rolland's "Above the Battle."]

MR. CONOVER: Of course when I speak it is for a small bookstore, but we find one of the best ways of learning about a new book is the advance paper-bound copies that the publishers sometimes send us. Our people read those and we use them successfully. And in order to give our employees a little time to read, when they are not busy about the store, we have two seats by the door and they are perfectly welcome to sit down and look over books during store time. Maybe I am easy in allowing that, but we get good results from it.

THE CHAIRMAN: Mr. Wilson spoke about a very vital thing, show cards in the window, and I wonder somebody hasn't taken up that point.

MR. HERR: I have been very much surprised that more has not been said about the value of window display for the retailer. Your window is the most expensive thing in your shop. You pay probably fifty per cent. of your rent for your frontage on a business street, and most of that fifty per cent. is directly chargeable to your window. The windows must be made to repay that excess rental that you pay to be in a retail location, in fact, when all is said and done, your windows should be possibly the most effective single means of book distribution you have. Your

first method of attack at the prospective customer is your window.

We are very particular about our windows; and we watch keenly and with a great deal of pleasure the pulling power of an individual window. We find that windows pull not only while they are in, but, in our slow phlegmatic Pennsylvania Dutch community [Laughter] they continue to pull after we take them out. There are some windows in which show cards should be used plentifully, and again there are some windows displaying fine books or fine stationery, where show cards, unless they be very dainty, fitting properly into the scheme of the window, are a detriment. I don't like to see a window always plastered with big show cards. Again there are times when show cards are very effective. Many of the publishers have been turning out for us most attractive window display stuff that costs them a lot of money, stuff that has attention pulling power and should be used. It seems to me it is incumbent on every retailer to use judiciously and carefully all such material he can.

I think window displays are particularly effective if they are concentrated on one line. This time of year a nature book window is bound to sell books for you; it can't help it. And there are other seasons of the year when other displays come in well.

We ourselves are in the unfortunate position that our outlet is not large enough on most books to justify us in laying in a sufficient stock to make a satisfactory window display. That complicates our problem; often, however, it can be partially solved by using in your window some of those plate glass slabs on stands, on which even a single copy of a book makes an impression.

After the meeting yesterday I had a little discussion with the representative of one of the publishing firms about the Board of Trade's resolution. His chief criticism seemed to be that booksellers do not sell enough books to keep the many presses of their plant busy. They claim they have to have mail-order outlets, that they can sell a lot of books by mail-order advertising over and above those sold at retail. Now, I don't grant the whole argument, yet we probably don't sell as many books as we ought to.

[Mr. Herr referred to a big mail-order campaign which Doubleday, Page & Company were soon to put on, he understood, for their nature books, and suggested that booksellers might profitably take advantage of their advertising of it.]

MR. BUTLER: I would like to say in justice to Doubleday, Page & Company regarding this little set of nature books that every bookseller in the country can obtain from them beautifully illustrated circulars and send out a thousand or two in their neighborhood. They will supply those circulars and also postal cards.

One suggestion for window display: Have a little frame made about twelve by four inches covered with glass in front and with a movable back. Then have a series of cards printed to fit it and hang it in the front of your window.

You can change it easily every day in the week. People notice it as they go by as being the most conspicuous thing in the window. We have used one with very great success. You can announce books. You can speak to the public. There are a hundred and one ways you can make it useful.

MR. MCKEE: One of the best ideas I ever saw in a sign line I "swiped" from John Kidd. [Laughter.] I used to go to Cincinnati, and found he had some of the greatest artists in America drawing his show cards, Howard Chandler Christy, for instance, and the sort of covers you see on the *Saturday Evening Post*. I finally discovered what they were. When John wants to advertise farming books he gets a back issue of the *Country Gentleman*, and cuts off the cover with the picture of a fine looking old bull, pastes it on the sign, takes his brush and puts on the words he wants. He gets this way some corking signs that attract a lot more than just plain lettered signs. Now, I watch our magazine stand all the time. I found in *Everybody's* one fine sign illustration.

MR. CROWELL: One thing that could be done more often is to hitch windows up with current events. Now is a splendid opportunity for this, with maps or by display of books on certain subjects.

THE CHAIRMAN: There is one vital item that hasn't been taken up yet—buying. Is there anybody who would like to say something on that subject?

MR. MCKEE: All buyers, I imagine, have people every week who come to them with books that are not from well known houses, indeed not exactly trade books at all. A good many people approach you with books of that kind, and even when they seem worth while the discounts are usually too small for you to handle them. I have found, however, that if I come back at these people with a counter proposition, I get a good discount. One instance. A woman came in to sell me "Correct English." It was the sort of book you can sell to anybody. There are thirteen in the series and hardly one that does not interest somebody. I said, "What is the discount?" She said, "Twenty-five off." I said, "I don't think I want any." She said, "I am sure you can sell these books if you put them in the window or on a table. I am going around and selling them to individuals myself." But I said, "We can't do such things on books we get twenty-five off on. You give me forty per cent. and I will take a hundred assorted, and give you a window and table display." It took her by surprise, but she got in communication with her house and finally agreed, and we sold the hundred in three weeks and made a nice profit. I try never to push in our windows, or on our tables to give prominence to books that we don't get at least forty per cent. on. [Applause.]

MR. HERR: That idea of Mr. McKee's is a good one. Everybody ought to have a certain fixed standard in his own mind, and just absolutely not deviate from that. We have set a standard here in the association of thirty-three and a third per cent., or at the

very worst thirty per cent. If that is your standard, too, then you ought to stand flat on your two feet, and say you will not buy anything for stock and push it unless it carries the minimum discount.

Here is another point, which runs counter to the practice of a good many publishers. You ought to insist when you place traveler's

orders that their discounts shall obtain on all the business you place with that house until the next time the traveler comes around. If everybody in this association just made up his own mind that he would insist on this, it wouldn't be long before it became a trade custom.

[Session Adjourned.]

ROUND TABLE DISCUSSION OF JUVENILE DEPARTMENT PROBLEMS LED BY MR. MUMFORD

THE CHAIRMAN: In spite of our belief in public education, in spite of our schools and colleges, and our libraries and our bookstores, there is still a good body of reasons for calling our country bookless America. Some of you know that Switzerland, for instance, produces, in proportion to its population, ten times as many books in a year as the United States. There are more candy dealers in Pennsylvania than there are booksellers in the entire United States, either department stores or special stores. So there is the problem.

Now, then, what relation have the children to the problem? You and I know that they have a very important relation because if there is any hope for a change in the attitude of America towards appreciation of books—I do not mean to be pessimistic about it, because I am far from that—but if America really is to show the appreciation of books that many European countries show, and if our possibility of sales therefore is to be anything like what it is in European countries, it is going to be because the children are interested from the start in books. Then we would not have what we do now so often, a child eager to read books up to 13 or 14 and from that time on a reader simply of cheap magazines and Sunday newspapers, except so far as he has to continue to read books for his school work. So the keynote of this conference, I think, should be, "What we can do to promote the sale of children's books thru a keener interest on the part of booksellers and their customers in the right kind of children's books? It is a most important thing to our future business to be building up among children a clientele of real book lovers who will continue to buy books as time goes on.

THE CHAIRMAN: We are going to divide our topic into three parts. The first one is the selection of a book stock. I am going to call on Miss Mahoney.

MISS MAHONEY (Bookshop for Boys and Girls, Boston): Our methods might not be practical in a large shop, but, for our part, we have specialized on books that seem to us definitely worth while.

MR. MELCHER: Do you know how many titles you have in your catalog?

MISS MAHONEY: About 1200, but, of course, the titles in the catalog do not begin to represent our entire stock.

MR. MELCHER: Do you know how much investment you have?

MISS MAHONEY: I think about \$4500.

MR. MELCHER: I am fresh from my stock taking; I have about \$3100.

MISS MAHONEY: I presume, Mr. Melcher,

that my \$4500 worth of stock includes some books that you would carry in your adult department.

MR. MELCHER: Yes, a good many.

MISS MAHONEY: And it includes too, a little section which we have of definitely "grown up" books. I think that you can measure up our proportion of really good books when you take into consideration that the Brooklyn children's catalog—you all have seen that—includes about 2400 titles.

THE CHAIRMAN: How many titles do you carry in that thirty-one hundred dollars worth of stock, Mr. Melcher?

MR. MELCHER: We do not have very heavy quantities on any title, so I imagine we have about a thousand titles. [Turning to Miss Butterfield of the Lord & Taylor Bookshop.] Have you used any particular catalogs, such as the Brooklyn Library's catalog, as guides in buying?

MISS BUTTERFIELD: Yes, I use all the library lists.

MR. MELCHER: Have you found any particular ones especially good for actual checking?

MISS BUTTERFIELD: I think the lists of Miss Hunt, of the Brooklyn Library, and of Miss Hewins, of the Hartford Library, are very good, also the New York Public Library specialized lists. At Christmas time the New York Library gets up special Christmas lists for children and I generally center my attention on them.

MISS MAHONEY: The little Carnegie Library [of Pittsburgh?] Christmas list is very good.

MISS BUTTERFIELD: Yes. My great problem is in not supplying books that people want. There are those abominable cheap series and people insist on having them because the little boy "began that series three years ago and wants to go on."

MISS MAHONEY: Do you carry them?

MISS BUTTERFIELD: I do not; I refuse to have them.

MISS MAHONEY: I do not have them either.

THE CHAIRMAN: I made a survey of that field for a librarian a year or so ago and found over 150 series priced at twenty-five cents—tho the prices on some of them have since been increased. Don't you find, tho, that the parents will listen to you if you appeal to them to buy the better class of children's books?

MISS BUTTERFIELD: They will not.

MISS MAHONEY: Sometimes.

MR. MELCHER: When the boy himself comes in it is pretty hard to win him over. In

four years we boiled those series down to probably seven or eight that we cannot afford to get rid of. I cannot, for instance, get rid of "Billy Whiskers" and the "Rover Boys," and "Tom Swift." We handle these twenty-five cent series, and I could name several others, but each year we are able to cut down their number because our customers do not get started on them at our place and the boys do not acquire the taste for them.

MISS MAHONEY: I find that unless a boy has sent his mother in to get a particular book which we do not happen to have, she is usually willing to choose something else.

MISS BUTTERFIELD: Don't you have people who are in the habit of coming to you and asking you to recommend books?

MISS MAHONEY: Yes.

MISS BUTTERFIELD: Of course, we too have people who come in to us and ask for books recommended. We have several people who just ask us to send books without any suggestions at all; but in New York, and especially in our location, there are so many transients, people who stop in, and they say they want a definite book.

THE CHAIRMAN: I know a young woman who has been the head of a juvenile department in the west who has been the most independent person in her treatment of customers that I know. For instance, such a thing as this happens in her department. A customer says: "I want So-and-So," naming one of these trashy series. "Who do you want that for?" "Tommy." "Oh, yes, I remember him. He is about ten, isn't he? Why, you don't want that for him at all. You come over here and I will show you what you want." She will take the customer over unwillingly, and the customer will say, "I guess I had better have it, because he has had the others of this series, and his friends are all talking about it; they like it." "Well," she will reply, "all right, if you want to buy that, why you buy it, but I will not wait on you. I would not have the responsibility of selling you that book."

And she can get away with it, because she has been there a long time and people know her. She got away with it because, after all, the parent went out thinking, "Well, Miss X really has the interest of my boy at heart," and while she may have been annoyed about it at the time, in time she would respect that woman's attitude provided her selection showed that the woman was really a wise critic.

THE CHAIRMAN: How about reading your stock? Do you read every book you buy?

MISS BUTTERFIELD: Almost every one.

MISS MAHONEY: I know something about every one, not what the publisher says, but something one of my assistants or the various people who help tell me about the book.

MISS GUTHRIE (The Bookshop, Pittsburgh): I buy almost entirely from the Carnegie Library list, and curiously enough I carry none of these series that you mentioned except Thornton Burgess. As a rule people take what I offer them on my saying that the books

are selected according to the Carnegie Library list. I don't stand back of the books myself, but proffer the list as my authority, and it is always accepted.

THE CHAIRMAN: That is a local authority and it stands for a good deal in Pittsburgh. You are fortunate in having so good an authority, and also a local authority, because I think in Pittsburgh they have a very high respect for the Carnegie library.

THE CHAIRMAN: Have you ever suggested that a mother read one of these poor books she buys aloud to her boys?

MISS BUTTERFIELD: Yes.

THE CHAIRMAN: That often cures her.

MR. MELCHER: On the topic of stocking new books, a very hard problem with us, I think that the *A. L. A. Booklist* is pretty nearly up to date and very helpful, tho I do not follow it wholly.

THE CHAIRMAN: Are they up to date?

MR. MELCHER: Well, sometimes they bring one over that they have forgotten, but they are mostly new books.

THE CHAIRMAN: I think for most wholesale buyers they would not be a sufficient guide for really new books.

MR. MELCHER: Of course not for next season orders, no.

THE CHAIRMAN: How about building a clientele? How do you get hold of new people? How do you develop a new prospect who just wanders in? How do you hold on to that person?

MISS GUTHRIE: I endeavor to establish a sort of intimacy between myself and the customer; sometimes it takes ten or fifteen minutes conversation on general topics before I get down to business.

THE CHAIRMAN: What goes furthest to hold a customer? Is it the stock? Is it the personality? Is it the sales method? Is it the display? What is the thing that after all holds on to customers and makes new customers?

MISS PLEASANTON: I think it is convincing the customer that you want the child to get the best that is in literature.

THE CHAIRMAN: That is personality plus.

MISS PLEASANTON (Brentano's, New York): It is the child's future. I find that almost invariably when you do show a customer that you are interested in that child and in its literature, she is coming back again to find out what else you will recommend.

THE CHAIRMAN: Can you remember the child?

MISS PLEASANTON: Oh yes.

THE CHAIRMAN: Do you know two months from now, when Johnny Jones comes in with his mother and buys a book, do you know two months from then who the boy is?

MISS PLEASANTON: Oh yes.

THE CHAIRMAN: Suppose you have a poor memory?

MISS PLEASANTON: If you do not remember that child's name, you remember about what he likes and what you want to let him have.

THE CHAIRMAN: You are very fortunate, I mean to say that you are very fortunate as

compared to what I know I should be in your position.

MISS PLEASANTON: I have cards of practically all of my customers' children, their ages and what they are interested in. If it happens to be history, for instance, I send them books on history thru the year.

THE CHAIRMAN: Do others of you keep an intimate card index of the preferences of your customers?

[Miss Butterfield also said she kept a card index and Miss Guthrie said she kept an index of her adult customers but not of her juvenile customers.]

MISS BUTTERFIELD: Do you write personal letters to the people listed in your index?

MISS PLEASANTON: I sometimes send personal letters descriptive of our entire juvenile list, but generally simply of the things in which they are interested.

MISS BUTTERFIELD: You have specialized lists?

MISS PLEASANTON: Yes, for instance, on Lincoln's Birthday I go over all my cards and I send books about Lincoln to children from 12 to 14; in the spring I send books about birds, and so on.

MISS GUTHRIE: On Valentine's Day I wrote personal invitations on juvenile stationery to a Valentine party at my store, and addressed them, not to the parents, but to Miss So-and-So or Master So-and-So. I had a phenomenal Valentine sale. They really enjoyed themselves, too.

THE CHAIRMAN: You know how eager a child is to get a letter. When my 12-year old boy gets one, it is an adventure; he is puffed up, eager and important, altho it may be only an advertisement. Children love that kind of thing.

MR. MELCHER: John Martin adopted the plan of writing letters to children with very considerable success.

MISS MAHONEY: Just after Christmas we had a doll given us, with a little hand-made mahogany chair and bookcase, and we sent out a letter to quite a number of children saying that this doll had arrived, that she had no name, and would they choose a name for her from some favorite character in a book. All sorts of letters came back. Finally there was a tie between "Alice in Wonderland" and "Heidi." So on the first story day, the children were told of the situation and they voted to name the doll "Alice Heidi." The doll is still in the bookshop, and on the story hour day some child always asks to hold the doll—and sometimes it is a boy! [Laughter.]

[There was some discussion here of the sale of specially constructed children's bookcases and of book-plates to increase juvenile book sales.]

MISS BUTTERFIELD: We have a little juvenile guest book in our shop; it is a good idea and appeals to the children, the only difficulty being that very often the children cannot write. There is space in the book for the name, address and the age and birthday.

THE CHAIRMAN: That is a fine idea, especially the birthday record.

MISS MAHONEY: We have secured the birthdays of almost all our children by having a birthday book.

THE CHAIRMAN: How many of you feel that you are getting the best use out of the telephone? I was talking to a telephone man recently whose business it is to show how to sell by 'phone, and he told me some very interesting and also amusing stories about the development of some businesses in Philadelphia I knew about. Among other things he told me that some years ago he met on the beach at Atlantic City a young man who told him he was very much discouraged, in fact pretty nearly down and out. He found he was a small town photographer. This 'phone man said: "Let me study that problem with you." He went back there and took it up with him, and the result was, to make a long story short, that that man to-day has practically all the photographic business of that town. The way he does it is to keep card indexes; and when there is a wedding he 'phones to them and asks whether they do not want a picture of the wedding party, and when there is a funeral, why, there also is an opportunity for a picture. When there is a new baby there is an opportunity for a picture, and when the baby's birthday comes around he calls them up and reminds them that it is the baby's birthday, calling it by name.

MISS BUTTERFIELD: You know, Mr. Mumford, I think people resent that.

THE CHAIRMAN: You cannot do it in a large town perhaps as you would in a small one.

MISS GUTHRIE: As a matter of fact well-to-do-people never answer the 'phone themselves, refuse to come altogether unless it is a very personal matter; and I am afraid they would not consider a saleswoman a very personal matter. I know how difficult it is; such people simply will not come to the telephone at all.

THE CHAIRMAN: Still you must not forget that some big businesses are being built that way. There is a hotel in Philadelphia which developed a big "summer bachelor" constituency, after regular advertising had failed completely, by putting in a young woman with a good telephone voice and manner.

MISS GUTHRIE: I know that it is not good business with me.

THE CHAIRMAN: What kind of mail matter are you sending out and how regularly?

MISS PLEASANTON: I send it out as occasion arises. After Dewey and Cody died, for instance, I made up lists of books of the lives of these men and sent them out, and I got considerable response from them.

THE CHAIRMAN: Here is another thing that perhaps applies more to a small town than it does to the large one. Are you able to organize people outside of your store to help you sell books without paying them anything, such organizations as the Boy Scouts, the Camp Fire Girls, the Christian Associations, the churches, schools, the public libraries and so on?

MISS MAHONEY: We have talked about

books and our shop in a number of localities near Boston, and with very good results.

THE CHAIRMAN: That really is a thing that many a bookseller is overlooking, a big opportunity lying right at his door. The woman's club in a town is the natural place in which to discuss child welfare topics and the juvenile bookseller who really knows her job, or his job, ought to be able to find something worth while to say to a woman's club.

MR. MELCHER: I have been trying to get my department head to talk to women's clubs. I can get the chances if she will do the talking, but she hasn't been able to screw up her courage.

MISS MAHONEY: Get her to take the books and show them and let them ask questions; that helps a lot. For instance you make a little group of books for children four, five and six years old, and then you have a chance to explain why those books are good.

MR. MELCHER: I guess that would help her out. I went down to the Boy Scouts' camp last year when there was a parents' meeting and took along a lot of books. I found the parents welcomed my talk and the book exhibit.

THE CHAIRMAN: Mr. Wood, of Cleveland, is using that method a great deal; he and Mr. Fletcher, his assistant, have talked at all kinds of places and functions. Mr. Wood says he never goes out to talk without bringing orders back. He has often been paid for his talks before chambers of commerce and other bodies.

One of the things you want to bear in mind, it seems to me, is that anybody who really knows enough about books to sell them intelligently ought to be able to talk about them.

Shall we take up now the topic of store arrangement? What is the best bookshop for the child?

MISS PLEASANTON: In our juvenile department we have small tables and chairs for the children and rugs on the floor. The books are arranged according to subject and children have free access to the shelves. If they like history, for instance, they go to the history shelves, pick their books and take them to the little tables where they can go thru them at their leisure.

THE CHAIRMAN: The child likes to browse?

MISS PLEASANTON: I find that children like to browse even more than grown-ups.

MISS BUTTERFIELD: What about the effect on the books?

MISS PLEASANTON: They don't hurt them much.

MISS MAHONEY: Of course, you do not let the boys take the books and stretch them out on the floor and then lie down flat?

MISS PLEASANTON: Very rarely are our books abused—not three times a year, I think.

MISS MAHONEY: I think that any book that gets shop-worn thru that use is well worth it!

MR. MELCHER: I would like to have some suggestion on the problem of striking a note of individuality in the first glimpse the child gets of the book department. Our department is downstairs, and I want the children to

feel at once that it is a children's room. Would white enamel help? How about a Mother Goose signboard?

MISS PLEASANTON: I have tried to make our department individual and inviting. For instance, when General Joffre came to the city I had little silk French, English and American flags draped over the books on French geography and history.

MR. MELCHER: I tried having a low table for little readers but did not get enough use out of it to make it seem worth while.

MISS PLEASANTON: I do not know how we would get along without our low tables. They are not too tiny. The parents sit there very often, too.

PRESIDENT MACAULEY: Don't you think boys and girls of 14 and 17 rather resent the name "Children's Department"? We call our department the Boys and Girls Room.

MRS. WILSON (McDevitt-Wilson's, New York): The majority of children of fourteen, fifteen and sixteen feel that their dignity is hurt when you call them children.

MR. MELCHER: Would the white enamel note jar the boys of fourteen or sixteen?

MRS. WILSON: We use white enamel. Our tables are oak, but our shelves are all white enamel.

MISS MAHONEY: You can have some nice yellow, that has lots of color in it.

MR. MELCHER: Flowers and a canary have been one of our features for a year.

MISS PLEASANTON: We always put flowers on the tables.

MISS MAHONEY: In our corridor we have a series of home-made war maps that we keep revised to-date; our war expert is a young man, really one of the older boys, and he has been a very worth while connection as many people watch his work.

MR. MATHIEWS: I found one of the stores in Richmond, Va., using boys as salesmen in the juvenile department very successfully.

MR. MELCHER: At Christmas?

MR. MATHIEWS: All thru the year, evidently as a Saturday proposition.

MISS BUTTERFIELD: I should think in a small town when the boys were known that would be interesting, but, in a big shop, where there was no acquaintance at all, I think people would not like it.

THE CHAIRMAN: If you can get hold of the right boy you can touch his whole gang. That means a whole lot, you know, if you can get a string of them coming in. I suppose it is necessary that he should be able to "lick" most of them. They would have more respect then for his judgment on "Robin Hood" and a few other things.

PRESIDENT MACAULEY: We made one interesting experiment in Detroit. We offered a prize of books thru one of the newspapers that has a boys' and girls' page, to the two boys or girls who wrote the best essay describing our juvenile department.

[Moved and seconded that the Association hold conferences of this kind on special topics at future conventions.]

[Conference adjourned.]

JOINT CONFERENCE—WEDNESDAY MORNING

THE CHAIRMAN: We will now listen to the report of the Resolutions Committee, of which Mr. Schenck is chairman. [Mr. Schenck not ready at the moment.]

MR. ANDERSON: Mr. President, during this temporary delay I want to call attention to a resolution that I propose to offer later, that of the funds of Booksellers' Association a fraction, at least a thousand dollars, be put into the Liberty Bonds.

THE CHAIRMAN: If Mr. Schenck is not ready we may continue to discuss informally Mr. Butler's resolution, if that is your pleasure.

MR. CONOVER: I would just like to remark that while we probably can't put in force all the items of that resolution any more than we can the Ten Commandments, yet I think that is a good working basis that we may aim at and perhaps finally attain.

I want to say one thing more. There has been some talk here about the jobber and the publisher taking away all the bookseller's library business. I have made it a practice not to run any shoe leather off for business that I don't make anything at. [Laughter.] I am perfectly willing that Baker and Taylor shall have the library business as far as I am concerned. I have dealt with them for thirty-eight years, from the time they sold books and stationery as Baker, Pratt & Company, and I have never found a fairer firm to deal with.

[The Secretary here read a letter from D. L. James, of Cincinnati. Applause.]

MR. SHOEMAKER: If Mr. Butler will allow me I would like to correct some misapprehension apparently left yesterday morning after the reading of his paper, especially after the discussion as to the amount of the direct business that publishers are supposed to do with individuals. It seemed to be the impression of the booksellers that this business was very considerable. As a matter of fact it is a very small item. Some publishers do none at all. Very few do anything of any consequence. The business with libraries and various associations amounts on the whole to a considerable total but this cannot be said of the business with individuals.

MR. BUTLER: I am not quite clear as to your point. If you mean by "direct business" only the unsolicited business that publishers and some jobbers do as quoted yesterday, all right; but such mail order business is really the smallest part of the proposition that we criticize. The trouble is that they undersell the bookseller, as I stated, to thirty or more classes of commercial bodies; that is, they make it impossible for the bookseller to sell these classes because they can buy cheaper directly either of the jobber or publisher. Of the existence of that sort of "direct selling" there is no dispute and that is the practice against which we make complaint.

I will take a moment to tell you something further that may interest you regarding the amount of library business.

THE CHAIRMAN: While Mr. Butler is delv-

ing in his packet I will say I have letters here from the St. Paul Book & Stationery Company, of St. Paul, and from Smith Carroll Company, of Lexington, regretting their inability to be represented here, the latter letter indorsing Mr. Butler's letter.

MR. BUTLER: I don't know whether you realize what the volume of the library business of the United States is. This table, for the year 1916, has been compiled with a great deal of labor from the figures given in the "American Library Annual," published by the PUBLISHERS' WEEKLY. The total appropriation of the various States to the public libraries was \$7,698,000. Of that appropriation, \$4,069,000 is for the purchase of books. Now, we claim that the booksellers ought to be the ones to get that volume of business. As a matter of fact, they don't.

MR. CONOVER: As long as it doesn't yield the cost of business or anything near it it is a business that I don't care for.

THE CHAIRMAN: People ask us often to do business without profit, but if we put it up fairly and squarely to them I think they will see the unfairness of it. Is there anything further to be said?

[Mr. Schenck here reported that he was ready, and it was moved that the Resolutions be read thru complete and then afterward acted on *seriatim*.]

[Mr. Schenck, as Chairman of the Resolutions Committee, read thru the Resolutions as proposed.]

[Mr. Schenck then read a letter from the American Fair Trade League and suggested that a re-endorsement of the position of the League be incorporated in the Resolutions.]

MR. SCHENCK: This report is respectfully submitted by your Committee, V. M. Schenck, B. F. Fuller, A. B. Fifield, F. E. Woodward, and J. G. Kidd.

THE CHAIRMAN: Are you ready to consider the resolutions one by one? If so, Mr. Schenck will proceed by reading the first resolution.

MR. SCHENCK [reading]:

"Resolved that as booksellers of America we pledge ourselves to the President of the United States for any service which we can render and, in emulation of the splendid example of our European cousins, as loyal citizens prove our patriotism by unusual devotion to business and an optimistic attitude toward trade in general."

[Adopted by unanimous rising vote.]

MR. SCHENCK [reading]:

"Resolved that this convention endorses and adopts the Resolution submitted by the Board of Trade relating to direct retail selling by publishers and jobbers and urges its careful consideration by those publishers whose practices are contrary to the spirit of the resolution; and further,

"Resolved that the aforesaid Resolution be incorporated in the Resolutions of this convention."

[On motion, resolution was adopted.]

MR. SCHENCK [reading]:

"Resolved that a Committee of three be appointed by the President to revise thoroly the Constitution of this Association. We further advise that this Committee prepare said Constitution and prior to the next annual meeting submit same to the officers of the Association for suggested modifications and amendments and thereafter by mail to all members of the Association for final vote on its adoption. A favorable two-thirds vote shall constitute an adoption."

[At the suggestion of Mr. Herr the clause "of those voting" was inserted after the phrase "favorable two-thirds" and the resolution so amended was adopted.]

MR. SCHENCK [reading]:

"Resolved that in recognition of the fact that the best interests of the trade can only be conserved by close and cordial cooperation between publisher and bookseller, it is the sentiment of this convention that there shall be instituted a body to be known as the Bookmen's Board of Trade, and in view of the fact that the publishers have no organization with authority to delegate representation from their number, the booksellers' Board of Trade be and hereby is instructed to select and invite nine publishers and delegate an equal number from its own membership to sit in council and formulate policies to be recommended to the Trade. Such body shall be known as the Bookmen's Board of Trade."

MR. CLARKE: I notice that that makes an exactly even number. How about the presiding officer being an odd one to decide a critical case?

THE CHAIRMAN: What is your pleasure?

MR. MELCHER: Before that is acted on I wish to say that I feel very strongly that the jobbers should also be represented on that Bookmen's Board of Trade.

MR. SCHENCK: Taking a suggestion from the Committee would it be well to add one jobber, making the Board nineteen instead of eighteen?

MR. CLARKE: That would cover it, I think.

THE CHAIRMAN: Does the Committee desire to make a change in the resolution?

MR. SCHENCK: If there is no objection from the other members of the Committee the Chairman will accept that amendment.

[The motion was re-read with the addition of the words "and one jobber" after the words "nine publishers."]

[Moved and seconded that resolution be adopted.]

MR. HERR: I want to question the advisability of that whole resolution. Those of you who recall the formation of the original Board of Trade will recall that it was formed for this same purpose, three or four years ago; that we elected nine men from this body to act as our representatives on a Board of Trade and asked the publishers at the same time to elect an equal number to represent them on that Board of Trade. You are constituting a new body that it seems to me does not go a step further than we attempted to go four or five years ago with the Board of Trade, and failed. It seems to me that you

could just as well substitute for that resolution a resolution recommending that our present Board of Trade again ask the publishers to cooperate with the now existing Board of Trade by the election, selection, or appointment of an equal number of men, publishers and jobbers, to represent them at the conferences of this Board of Trade. I think it is a totally needless thing to constitute another body. We discovered after forming the Board of Trade four or five years ago that in the last analysis it simply replaced the old Executive Committee, and that we had not, after all, gotten very much farther than before. We have simply substituted another set of men to do the work that the then Executive Committee was doing, and at the present time the Executive Committee is not very active. We are now proposing to do just the same thing over again.

MR. BUTLER: As I understand it, this new body would supersede the Board of Trade. If that is the desire of the Committee, to discontinue the Board of Trade and place its work in the hands of another committee, that may be all right. But that is the only interpretation I see of this proposition.

MR. SCHENCK: I think Mr. Butler misinterprets the intent of the Committee on Resolutions. It is not the thought of the Committee that the present Board of Trade be superseded by any other body. We were simply endeavoring to accomplish what we had hoped to accomplish a few years ago when we asked the publishers to delegate some of their number to meet with us, to take up some of these matters of mutual interest, while our present Board of Trade will consider as in the past matters relative to promoting the retailing of books. This new body would not supersede the Board of Trade, but would bring about the active cooperation which we are all seeking between publisher and bookseller.

[Mr. Schenck reviewed at length the history of book-trade organization.]

This is a cordial invitation to come in and talk things over. I believe such a body would accomplish more in a few meetings than we could accomplish in general discussion in a meeting like this. I hope the resolution will be adopted.

[There followed some little discussion of the proposed personnel of the Board of Trade.]

MR. BUTLER: The Board of Trade, the last three or four years, has had three or four meetings when publishers have been present, but rarely could we get them to express opinions. The Board of Trade plans to bring together publishers whenever possible to discuss trade problems. I fail to see that these nine new members are going to accomplish any more than the Board of Trade has accomplished.

[There followed extended discussion of the Resolution by Mr. Clarke.]

MR. BUTLER: What is the sense of this convention appointing nine members of the Board of Trade to meet the publishers? The Board of Trade doesn't need any guidance in selecting nine members. The whole fifteen members will meet the publishers if they will

come. Why, on the other hand, limit the number of publishers to nine? We can't obligate ourselves to the right to say how many shall come to any meeting.

THE CHAIRMAN: I think a motion would be agreeable to refer this back to the Committee and that they bring in a resolution to be reported to the meeting this afternoon and that at this meeting we now discuss the matter informally so that the Committee may have some instructions to act upon.

MR. BUTLER: Speaking on the point that this new Committee invite the publishers and so on, that has already been done. This Board of Trade has sent out over sixty personal letters and appealed to every publisher in the United States requesting them to take up the motion of the Board of Trade and to meet the Board of Trade and to discuss these questions.

[Further discussion followed by several members, after which it was finally moved and carried to refer the Resolution back to the Resolutions Committee.]

THE CHAIRMAN: Is it your desire that you discuss this matter informally for the benefit of the Resolutions Committee?

MR. SCHENCK: The Committee would like to hear further discussion of the resolution, particularly from some of the publishers.

[It was moved and carried that the Resolution be dropped entirely.]

MR. MELCHER: There are a lot of publishers here who can speak on that.

[Mr. Melcher spoke on the price-cutting situation.]

[Mr. Hoyns, of Harper & Bros., was called upon.]

MR. HOYNS: I have nothing to say. My house has always been very anxious to take part in any movement to better the condition of the book business. If anybody wants our house to talk at any time about trade conditions we will be very glad to meet him, but I don't believe you would ever get some of the larger houses who object to a "leveling influence" in the publishing business to come along.

MR. CHAPMAN: I want to say this. You have a Board of Trade, and your Board of Trade has worked very faithfully. I know myself, I have been invited again and again to meet the publishers with that committee and we have threshed this matter over and over and over. The publishers have various opinions about what the Board of Trade have recommended in this resolution. But the resolution that has been offered by the Board of Trade is not a hard and fast and inflexible law. We have adopted the Board of Trade's recommendation. Some of the publishers will accept it; some will not; but I can personally affirm that the publishers as a whole are seeking the good will of the booksellers. They want it, and they want it, of course, because the interests of retail bookseller and publisher, whatever may be thought about it, are really identical. Nevertheless, if you, a body of retailers, undertake to make hard and fast rules for the difficult business of the publisher, then it seems that you are on very delicate ground.

Many reform movements, some of the greatest reform movements, have failed because of the inflexible rules they attempted to impose. Sooner or later the reformers find themselves in unforeseen circumstances and their whole movement is overthrown.

A dozen topics press upon me now that I am upon my feet, but it seems to me that while we are criticising the publishers for not having an organization that we can deal with, we should remember that the retail booksellers are not organized. We have nothing like a really national organization. When we go to Washington to meet a Congressional Committee they ask us where we live, and whom we represent, and we say, "We represent 260 booksellers in the United States," that Committee would naturally ask, "How many are there?" and, when you told him, your distinguished Senator would say, "I am a very busy man, I don't think we can spend much time listening to you." [Laughter.]

As I said before, I want to testify to the fact that the Board of Trade has done everything possible to get the cooperation of publishers by invitation; it could do no more under this resolution.

THE CHAIRMAN: I have been asked to call upon Mr. Corrigan.

MR. CORRIGAN [of Geo. H. Doran Co.]: I am quite sure that our firm will be perfectly willing to discuss questions with any committee that may be appointed by this convention.

THE CHAIRMAN: If there is nothing further we will proceed to the next resolution.

MR. SCHENCK [reading]:

Resolved that we deprecate the practices of some booksellers who sell live books over one year old at a reduction from the original net price, and deplore tendencies in the trade to meet cut price with cut price. Such practices lead only to trade demoralization."

[On motion Resolution was adopted.]

MR. SCHENCK [reading]:

"Resolved that we believe it essential to trade interests that publishers' discounts should be standardized, and that the practice of certain publishers in establishing several classifications which are constantly changing is unjust, confusing, demoralizing and inequitable."

[Adoption moved and seconded.]

THE CHAIRMAN: Is there any discussion?

MR. BUTLER: How are the publishers going to do that? They publish all kinds of books. You can't make one uniform rate all the way through. What is the meaning of "Standardized discounts?" Would they mean a third, or forty or twenty off?

MR. CLARKE: In every convention for years we have asked the publishers to allow us a minimum discount of one-third. One-third is the only discount that will leave a margin of profit to the retail book-trade under existing overhead expenses.

MR. KIDD: Our idea, I think, was to eliminate the A, Z, D, B, C element in our business. [Laughter and Applause.]

THE CHAIRMAN: Is there any further discussion?

[Resolution adopted.]

MR. SCHENCK [reading]

"Resolved that with a view to constructive bookselling we urge every member of this Association to read and re-read carefully the excellent and practical papers submitted to this convention and make a report of the more valuable suggestions to his sales force with a view to their general adoption, and we further recommend the publication in the *A. B. A. Bulletin* of Mr. Estabrook's paper on "Training the Sales Force" for general distribution among book salesmen."

[On motion resolution was adopted.]

MR. SCHENCK [reading]:

"Resolved that we recognize the equity of the custom of treating all retail customers alike and that we discourage making exceptions and granting rebates or discounts to favored customers of any class."

[Adoption moved and seconded.]

THE CHAIRMAN: The adoption of the resolution has been moved and seconded. This seems to be an important resolution. Is there any discussion of it?

[Resolution adopted.]

THE CHAIRMAN: The motion is carried unanimously, so we will all do it when we go home. [Laughter.]

MR. SCHENCK [reading]:

"Resolved that the Secretary be instructed to send messages of good will and hope for speedy recovery to W. H. Arnold, L. A. Keating, and a similar note to Walter Lewis expressing hope for Mrs. Lewis' immediate recovery; and,

"Resolved that the Secretary be instructed to express the appreciation of the Association to the management of the Hotel Astor for its generous hospitality."

[On motion resolution was adopted.]

MR. SCHENCK: With your permission the Committee on Resolutions will formulate a resolution reendorsing the Stephens bill as presented by the American Fair Trade League.

THE CHAIRMAN: That will be brought forward this afternoon. Is there any addition to the Resolutions Committee's report?

MR. HERR: That last resolution should authorize us to continue our membership in the American Fair Trade League. That membership costs a hundred dollars a year, but I think the Board of Trade recommended that this Association continue its membership in the American Fair Trade League for another year.

[A motion to this effect was carried.]

MR. LAURIAT: I move that the Resolutions Committee formulate a resolution expressing our sympathy and fellowship with the booksellers in the countries now at war, in France and England especially.

[Motion seconded and carried.]

THE CHAIRMAN: Is there anything further in regard to the work of the Resolutions Committee?

MR. ANDERSON: I think it is in order now to take up the proposition that I suggested, that some substantial fraction of the funds of the American Booksellers' Association be put into Liberty Bonds. I therefore move that not less

than a thousand dollars be so employed by this Association.

[Motion carried.]

THE CHAIRMAN: We will hear from Mr. Mumford a word from the conference in the next room.

[Mr. Mumford here summarized the matters taken up in the conference on juvenile book-selling.]

THE CHAIRMAN: With your permission I will give Mr. Melcher the floor for consideration of *System's* figures.

MR. MELCHER: I have felt that this matter should not be omitted from this year's discussion. Those who were at Chicago remember that we all agreed to help *System* gather figures on the cost of doing business in the book-trade. That magazine immediately proceeded with its correspondence along lines it had followed in similar investigations in other fields. They sent out those questionnaires which you all received; and out of them they got answers from perhaps fifty—which shows that the American book-trade are not interested in their costs of doing business or in the betterment of their knowledge of the cost of doing business. The names of those who replied were not made public, but I know enough of the replies to say that on the whole Atlantic Coast they had probably but three or four answers. That must mean that those here in the East are so well satisfied with their present methods that they can learn nothing and co-operating in any way to give information seems out of the question.

But if these informal methods of gathering ideas of costs are valuable in other lines of business—and they are—they might be to us.

I hope every one of you has read *System's* article. It was in the March *System*, also printed in the PUBLISHERS' WEEKLY for March 3rd. Those figures will give you an idea of what percentage of their expenses different stores are spending in different directions. The great value is, of course, that it enables you to check your figures against others. If you find that the average rent the country over is three and nine-tenths per cent. and you are paying six per cent. you don't have to wonder whether you have got too little business for your rent; you know. If you find that the average salary percentage is twelve and three-tenths and you are only down at eight, you know that you have a little latitude there, and that you are getting very good returns and a high amount of sales per person; and so on thru the other percentages for deliveries, supplies, expenses, etc.

What ought to come out of this article is some action to establish a uniform system of keeping bookstore costs. The Harvard Business School undertook a few years ago as part of their work the examination of the retail shoe businesses of the country to see how they kept their records. They were simply astonished at the utter lack of system that retailers generally showed. Now, why don't we booksellers, as careless retailers, make some steps forward toward a better system of accounting? I have to eliminate the department

store, because the department store doesn't exist that hasn't a good system of sales accounting and records of expense. I do not say that the book department managers themselves are able to have the thoro understanding of accounts of those in the higher department store offices, but I do know that no good department store exists without full and accurate records. Many retailers exist without them, however, and will continue to until the pressure of better organized business gets them.

I have no system to propose. But why couldn't we appoint a committee to be in existence for a period of, say, three years, who should be empowered to find some way and should be allowed some expense in getting suggestions for a proper system of retail figures for bookstores? The results could be published with a sample sheet attached, as the Harvard School did for the shoe business.

I repeat that I feel retailers are way behind in this matter. I went out to a county in In-

diana recently to talk in the library on books, and the same evening the county agent that we have in Indiana talked on agriculture. The farmers of Hendricks County—there are no large cities there—get together and hire this expert to tell them how to do their business. They don't stand back and say, "He is a young fellow with college training and only three years on the farm" (that is a requirement); but they get together and take his advice on how to run their business. What right have we to say to a farmer, "You are a *farmer*" with that peculiar accent we put on "farmer" in such a case, when, as retailers, we don't take advice regarding the conduct of our own business? [Applause.]

THE CHAIRMAN: The time has arrived for adjournment. It will be necessary for us to consider Mr. Melcher's recommendations further this afternoon.

[Adjourned.]

AFTERNOON SESSION—SECOND DAY.

[The meeting was called to order by the President at 2:15.]

THE CHAIRMAN: When we adjourned this morning we were considering with Mr. Melcher the particulars of cost furnished by *System*. Is it your intention to discuss this matter further?

MR. MELCHER: I would like to move and have it carried that a committee of three be appointed for a two-year term, a committee on cost keeping for retail bookstores. This committee should gather such data as is now obtainable on existing figures and cost systems, call on booksellers for more data and investigate retail cost systems that have been outlined for other businesses, arouse trade interest in better business methods and, if possible, work out a uniform system for bookstores accounting, so that at future gatherings figures may be more easily and accurately reckoned with.

MR. HARCOURT: I would like to suggest that this Committee do some work in conference with the Publishers' Credit Conference which, in the course of its activities, gets a good deal of data, of course, of that sort from one source or another. I know the Publishers' Credit Conference will be very glad to work with you.

MR. MELCHER: I would like to add to my motion that there be one member from the retail book-trade, one from the Publishers' Credit Conference and one from the PUBLISHERS' WEEKLY, as a point of publicity for facts obtained.

[Motion carried.]

THE CHAIRMAN: If Mr. Schenck is ready we will now proceed with the report of the Resolutions Committee.

MR. SCHENCK: In harmony with the instructions of the convention this morning, your Committee on Resolutions has prepared these in addition to the resolutions already submitted [reading]:

Resolved that we reiterate our former reso-

lutions that the limit of discount to public libraries should be 10 per cent.

[On motion, this resolution was adopted.]

MR. SCHENCK [reading]:

Resolved that in a spirit of patriotism, we advocate investment in the Liberty Loan on the part of individual members of the association, and their employees.

[On motion, this resolution was adopted.]

MR. SCHENCK [reading]:

Resolved that the Secretary of the American Booksellers' Association be directed to ascertain addresses and send to the secretaries of the various book associations and the allied book-trades in the countries of our Allies now at war, a letter expressing our deep appreciation of their efforts to keep up their business and so help us under the existing conditions.

[On motion, this resolution was adopted.]

MR. SCHENCK [reading]:

Resolved that the association renew its membership in the American Fair Trade League and again endorse the provisions of the Stephens Bill.

[On motion, this resolution was adopted.]

MR. BUTLER: What has become of the resolution that was withdrawn?

MR. SCHENCK: I presume Mr. Butler refers to the resolution for the organization of a Bookmen's Board of Trade. After careful consideration the committee decided to withdraw the resolution.

THE CHAIRMAN: Is the Auditing Committee ready to report?

MR. SAUNDERS: Your Committee would respectfully report that they have examined the accounts and vouchers of your treasurer and hereby attest to the correctness of his report, and would also congratulate the Association on the fine showing of its finances.

[Mr. Shoemaker here spoke briefly of the work of the Philadelphia Booksellers' School.]

THE CHAIRMAN: Mr. Huebsch, have you anything to say on the subject of training in bookselling?

MR. HUEBSCH: I cannot help feeling when I listen to all these learned papers that are being read, all of which are very important to our business, that we are putting the cart before the horse, that we are treating symptoms instead of the disease. There are things that are a great deal more important than discounts, and the cost of running the business. I should not say perhaps that they are more important, but those things are really subsidiary; they all belong to the education of the bookseller.

If you would get down to fundamentals and insist upon one of your conventions being devoted, or at least part of your convention being devoted, to the needs of your training, with reference to the training of the future as well as the present, you would do more constructive work, I think, than in calling the publishers to task for their very apparent misdeeds. It is this that has come to me in all my conversations with booksellers. They want trained assistants. They can't get them anywhere.

The only trained assistants are the people who have had their training in bookstores, and at very high cost. All of these efficient women who are opening bookstores now are obliged to learn their business in the very expensive school of experience. There is no reason why they should not be able to take a course in bookselling, just as they may be able to take a course in library training for example. In fact, it has been my endeavor—and it is my hope some time to accomplish it—to have a course in bookselling linked up to one of the existing library schools. Ninety per cent. of library training is essential to the knowledge of a good bookseller.

The important and outstanding need of the trade, as I see it, is education and organization. It is a need back of all of our individual efforts, even those efforts that we have made here in New York and in Philadelphia, and those efforts will be futile until the trade, as an organization, says, "We want this thing." It has got to come from the inside. It can't be superimposed from the outside. That has been one of the reasons for our poor showing. In Philadelphia bookstore training has been more or less of a success, but in New York it has been a comparative failure, because you yourselves here are not yet interested in it. You have to want it before you are going to get it.

Last summer I had an opportunity to spend a week at the Chautauqua Library School telling the librarians what I knew about bookselling—and I know it from the outside only. While I was up there I noticed that they had an excellent bookstore. The summer population of Chautauqua is about twelve to fifteen thousand people, coming from all over the United States, very intelligent people and potential book buyers. The store up there does an excellent business every summer, besides doing a mail-order business, and the small business with the all-year residents thru the winter.

It struck me while I was there that that shop might be utilized in connection with the course in bookselling and library training, and I sug-

gested to the head of the library school there and the President of the Chautauqua institution that they make that store part of the course in bookselling, making the bookselling course an annual thing in connection with their eight weeks library course. They are still considering it. I do not know whether it can be put over, but my dream is that we shall have a course in bookselling at a bookselling institution given in connection with an experimental bookstore, the store to be run by the person who is at the head of the school, who should be a trained bookseller, with a knowledge of teaching as well. [Applause.]

I brought this up before the Booksellers' League Board of Managers at the last meeting and they very kindly authorized me to go ahead and develop the plan. [Laughter.] That has been the trouble with all of our organizations. If a man has a good idea the organization hurriedly appoints him to go ahead and develop it, and then they stop—and that is my source of complaint. Just now I suppose nobody would object very strongly to authorizing me at this moment to go ahead and do something for a booksellers' school on behalf of this organization. I am sure there would not be a dissenting voice. But what I ask is that you recognize the importance of this thing for yourselves, and form a committee—tho I am afraid of the word, it always means that three or four or seven people are going to get their names down in the proceedings and do little or nothing, but if I were not afraid of it I should suggest that you appoint a committee to consider the necessity of this thing, the imperativeness of it for the good of the trade of to-day and to-morrow.

In Philadelphia the work has been excellent. I have been down there and I have seen it. They have an excellent teacher. If we could only get a teacher of that kind I think we could not have any better school, because more necessary than, or as necessary as, the spirit to put the thing over is the ability to get people who know how, and Miss Graham, who has done this for the last year or two, has this knowledge. She has equipped herself not only to teach how to sell books but to sell them herself.

I might add that the Chautauqua people consulted me this Spring about their store. They asked whether I could recommend people who would introduce some of the ideas that I was preaching there last year into their store, with the result that Miss Graham will probably go to Chautauqua and spend the summer there as a clerk in the bookstore and get actual experience.

The result of our work in New York has been that two of the women who attended my course in the Y. M. C. A. are going to introduce into the Julia Richman High School a course of bookselling for the girls who attend that school. It means that eventually intelligent young women are going to be prepared for bookstore employment.

If I have put over the one idea that I have in my mind, that it is *your* job and not *our* job to do this thing I will be content. I am ready to continue the little work I have been

doing here. I am now trying to get the New York University to introduce bookselling in its commercial courses. Meanwhile I have been in correspondence with the whole world, literally, as a result of the publicity the book-selling instruction has received through our trade papers. I have had letters from clerks and bookstores in Colombo, Ceylon, and Tokio, Japan, to say nothing of North and South America. I have had correspondence from people who want to learn either through correspondence courses or by a manual, if it should be published, teaching them something about their business. I have had correspondence with clerks who are dissatisfied with their jobs and think that they know enough to get into a better place, and I have acted as a sort of employment agency to shift people from one place to another where they get better opportunities.

Every one is interested and desirous of getting trained help. You all want trained help, and it is in your power to get trained help, only it is going to take some work and some money and a whole lot of time. I commend it to you for action. [Applause.]

THE CHAIRMAN: Mr. Huebsch has made a specific request. Do you desire to take action? If so, in what form?

MR. BUTLER: I would suggest that the best help that the Association could give would be by financial support and the appointment of the committee.

THE CHAIRMAN: Do you move the appointment of a committee, Mr. Butler, and if so, of how many?

MR. BUTLER: I move that a Committee of three be appointed, and that the Committee be all resident in one locality.

THE CHAIRMAN: And will you add to your motion that if needed the Association be empowered to render some financial aid?

MR. BUTLER: I make that part of the motion.

[Motion seconded.]

THE CHAIRMAN: You have heard the motion. Is there any discussion?

MR. MELCHER: In Wisconsin, when they found out their retailers were the neglected end of their economic structure, the University had Prof. Nystrom prepare a course on retail selling, a correspondence course which three thousand people took and graduated from in Wisconsin. I am wondering whether we could not feel our way toward a manual prepared by some one who is used as Prof. Nystrom is to prepare such work. It could be supplemented by data gathered by the PUBLISHERS' WEEKLY and in our schools, so that we could have not only an experimental school at one central point, which I would like to see backed up immediately, but a feasible method of training for different sections of the country that could be used in groups like the little group I have that meets every two weeks. I would like to have a manual applied directly to our own business. We have been using Fiske's "Retail Selling" as a manual for our own study of retailing.

MR. HARCOURT: I suppose that most of you read the syllabus of the Philadelphia School

that appeared in the PUBLISHERS' WEEKLY. I know I did, and noted the many questions the graduates were supposed to answer that I knew nothing about. That is in a way a start of the thing that Mr. Melcher is asking for. If that syllabus alone that was published in the PUBLISHERS' WEEKLY could be passed on to store clerks it would realize a number of possibilities.

It is fortunate that Mr. Huebsch mentioned Miss Graham's name. I think the Program Committee for next year might make note of it.

MR. JACOBS: I was especially invited recently to attend one of the sessions of the Philadelphia school, and the evening I was there I listened to an address by Mr. Huebsch. He delivered a constructive, I might almost say a remarkable, address. I believe that this Association could not do better than to intrust to him, in collaboration with Miss Graham, the preparation of a Manual for the use of the booksellers of this country.

MR. HUEBSCH: I will do that if you will add six months to my next four months. All of my next four months are taken up. [Laughter.]

THE CHAIRMAN: Is there any further discussion?

MR. HARCOURT: May we add to the motion that it is the sense of the convention that Miss Graham be especially invited to address us next year; and be requested to prepare a publication.

[As amended, the motion was carried.]

THE CHAIRMAN: I would like to ask Mr. Huebsch for my own information, and I am sure for that of others, whether he considers a correspondence course practical.

MR. HUEBSCH: It is going to be very difficult, but there has been such a general demand for one from people in remote places, people who apparently would not be able to give up six months of their time to come to New York or any other large center to take a course, that we will have to make some sort of an attempt, some sort of a compromise, in the nature of a correspondence course. There are a great many people now engaged in bookstores who want to get more experience, or some theory in addition to their present practice. I see no other way of doing it. But personally I do not believe they will ever get very much out of such a course of study.

THE CHAIRMAN: It seems to me it would be exceedingly valuable if it could be accomplished.

[Mr. Butler was here given the floor to read the list of local and state bookseller's associations which had endorsed the Board of Trade resolution.]

MR. SHERWOOD: Apropos of Mr. Butler's paper, I think it would be well to tell of a system used by a New York publisher: When he receives a mail-order enclosing a remittance for any one of his publications, he sends the books direct to the customer. He then sends a circular letter to the local dealer, in which he says that he has this day received with remittance an order from one of the latter's customers for a certain book, mentioning not the title of the book, but the amount,

and as it is his principle to sell only to the trade and not to customers, he herewith gives the dealer a coupon for the difference between the wholesale and the retail price of the book, which amount, he states, will be deducted from the total of the next order received from the dealer who may return this coupon therewith for credit.

You see this plan provides for two or three different things. In the first place, it gives the retailer the profit of the book if he sees fit to take advantage of it. It also supplies the customer quickly.

At the end of the year the publisher may take that coupon which was returned with the order, figure up the amount of extra business he has done, and tell just exactly how much good the coupon system has done him. At the same time, he has given the dealer a fair share of his profits. That has been practiced by one of the publishing houses in this city, quite a large house, and it has had the effect of bringing in many thousands of dollars' business that it would not have gotten otherwise.

THE CHAIRMAN: Is there any further discussion?

MR. MELCHER: This thing has been close to my mind: Have you all read last week's PUBLISHERS' WEEKLY, with the report by Mr. Lynd on the attitude of the technical book publishers toward the retail trade? That report shows that *they* do not need the retail trade, generally speaking. I don't want to go over all the ground we have gone over, but that article seems to me to show that certain lines of book distribution are not merely about to escape from us, but have already escaped from us; and have escaped from us simply because we cannot handle that distribution as well as it can be done otherwise. They have so far been able to distribute technical books by having their mailing lists and by going to them direct better than we could. But we do not grant that there is no possibility of our developing to do this business better, nor do we deny that we can meet the manufacturer and the big business man with the literature that they want. I wish that we could do something concrete to show that we want that business. I wish this not alone because it would be a definite move along the lines we have been talking in this convention but because I believe we shall not be satisfied with our business this year unless we prove that business is of economic value to our community; we must demonstrate this year that our function is vital to the nation's economic life, that we have more to do than merely start Browning classes.

If we should make a definite effort to reach business men and manufacturers with the books they need, we would not only be doing something for our community, but we would be tackling the vital question of spreading our distribution. I propose that, as an Association, we suggest that every bookseller make a definite and systematic effort to reach his clientele of big business men with literature of business of interest to them. In doing so I would eliminate all books in which there is no

profit, relying on the fact that in each line of business there are books on which a profit is possible. There is no need of the Ronald Press allowing us booksellers only sixteen per cent. of their distribution. They have a wonderful line of books. They give the retailer a living profit; why should we not go out this year and supply that information and help make the men of our communities better business people. Why should we wait until the McGraw-Hill firm writes them direct? There are business books we can get a third off on. I would like to see a definite effort to get into that field and do something. [Applause.]

I have just discovered, for instance, another new and very interesting development by Mr. Rider, of the PUBLISHERS' WEEKLY. I am advertising it only because it seems to me extremely pertinent. He is starting a new *Business Digest* service, which is an accumulation of all current information about business like his other valuable Digest periodicals. Just looking thru the list of topics in an issue of the *Business Digest* reminds you of all the businesses in your town to which you are not selling anything except the "pleasure books" they may happen to wander in for. Mr. Rider will make any bookseller, I find, a very advantageous proposition if he will go out and get subscriptions on the Digest service. Won't you booksellers take it up? If you will go out to a manufacturer and sell the *Business Digest* first, and then make an index card for his special interest and go back to him and try to sell him books on that interest—why, if we only sold fifteen or fifty books a month in that way we would be digging profitably into a field that is now escaping from us, we would be doing something for our community, and we would be showing the publishers that we could sell special lines of books at a time when we have chiefly said a good deal about why the publishers sell such lines themselves. [Applause.]

THE CHAIRMAN: Mr. Melcher has brought us an extremely important and certainly constructive suggestion. I would be very glad to entertain a motion that Mr. Melcher form a committee, to bring this matter before the attention of the booksellers.

[Moved and carried that Mr. Melcher be such a committee of one.]

THE CHAIRMAN: Is there any discussion of this matter which Mr. Melcher has brought before us?

MR. KIDD: You might get Mr. Rider to tell us how much we will make on these subscriptions.

THE CHAIRMAN: Mr. Rider is called for. Is he in the room? Mr. Rider, will you step forward and answer the question of Mr. Kidd?

[Mr. Rider here answered some questions regarding the *Business Digest*.]

THE CHAIRMAN: Mr. Secretary, will you give us the report of the attendance, please?

SECRETARY MCKEE: The report of the attendance at the convention is, members 85, visitors 116, total 201.

MR. SCHENCK: The PUBLISHERS' WEEKLY has kindly consented to make a reprint of Mr.

Estabrook's excellent paper of yesterday, and save the American Booksellers' Association that much investment. So our thanks is due them. [Applause.]

THE CHAIRMAN: One of the important things that seems to be for this convention to consider is the matter of affiliating the State and local associations with the national Association. Mr. Darrow has prepared a plan by which this may be done, and I think for the benefit of this committee which is to revise our constitution we should have some discussion of it. Mr. McKee will read the plan that Mr. Darrow was to have presented.

MR DARROW'S REPORT

The membership rules as they are at present shall remain unchanged and any individual or firm can become a member by paying the annual dues of \$10 a year, as at present.

Add to the present membership plan new clauses providing for state, district or city booksellers' associations. Such associations may become members as such on application to and approval by the Membership Committee and on payment of Association dues, which shall be based on the membership of such association at the rate of \$1 for each member. The members of the local association would in this way, thru its Association delegate or delegates, have a voice in the national association. A member of the local association would not have any rights in the national association if he personally was not a member unless he was the association delegate. The number of delegates from any state, district or city booksellers' association would be one for each ten members or fraction thereof.

The above is a very rough outline of the plan I have in mind. The main ideas of this scheme are as follows:

1. If associations can have delegates as such in the national association it will help to keep interest alive in the local association.
2. It will make a very direct relation between the national and state or city association.

3. The national association cannot lose in membership, as no individual has any more rights than he has at present.

4. By making the association membership fee to the national association equal to \$1 for each member and having the number of delegates based on ten members, it will result in an increase in revenue for the association.

It might even be well to consider the appointment of a Committee on State Associations, who would urge the formation of such organizations and help in the formation, and who would make to the Committee on Revision of the Constitution suggestions for changes along this line, and who would also draw up and submit to the various state organizations a suggested constitution.

THE CHAIRMAN: The plan will be referred to the Committee on the Revision of the Constitution. Shall we have any discussion on this point?

MR. BUTLER: This question as to what relation the State and national organizations should bear to each other has come up once or

twice before the Board of Trade. It is a question of whether the individual members of the State organization would have to be members of the national association or whether the organization itself should be a member of the national association. The former seems to me the better plan because you get more members and more continuous interest.

THE CHAIRMAN: I would say, if you will permit me, that it may not always be possible to secure the membership of all, but it seems to me that State associations distant from the point of convention would receive a great deal of benefit if they could send delegates to our national convention.

MR. HERR: I think the plan as outlined by Mr. Darrow is well thought out and pretty feasible. What the State association would hope to do would be to enlist the interest of a large number of smaller dealers who up to this time have not felt able to belong to the national association with \$10 dues or to attend the convention held at possibly quite a distant point.

I do not believe the plan would hurt the national association appreciably because the membership of the national association is made up in a large measure of the large and representative firms in each locality, none of whom, I believe, would wish to lose their identity with the national association simply because they were affiliated with the State association.

I am more particularly convinced of some of these things by looking over the membership roll. This might be of interest to you. We have in the State of New York—and apart from the fact that New York City is the largest book center and has the largest number of dealers, we have had most of our conventions in New York—we have in the State of New York about sixty members. We have in the State of Massachusetts twenty-nine members. Now, Massachusetts is pretty close to New York and has a lot of representative stores. We have in Pennsylvania twenty-four members, in Illinois twenty-eight members. The Illinois membership was brought up very considerably last year because the convention was held in Chicago.

But in the Middle West; in Nebraska, we have not got a single member. In Kansas we have two members. In Iowa we have three members. In Maine we have two members, and in other States we have a similarly small number. I cannot conceive that the number of people interested in the trade in those States is so small. Out in California we have nine members. I have no doubt the big State of California has forty or fifty people more or less identified all the time with the book business, but it is not possible for people from those distant points, for any large number of them, to attend an annual convention, even though it may be held once in awhile in Chicago or some other middle western point.

THE CHAIRMAN: Is there any one in the room acquainted with the State or local associations that have formed during the year?

MR. SCHENCK: In my State, Mr. Chair-

man, we have reorganized the Boston Booksellers' Association. We had our initial dinner meeting the twenty-fifth of last month, with an attendance of something like one hundred and seventy-five enthusiastic booksellers, and we are going to have another meeting the sixth of June, which I think will be even more largely attended. The membership is 179 and the list is still growing. [Applause.]

MR. NELSON: Since the organization last year of the New Jersey Booksellers' Association, we have been trying to get a canvass of the booksellers in New Jersey. From a list of 75 dealers who carry some sort of stock of books we have had replies from 54; 11 of the 54 have become members of the New Jersey Association, 9 more are eligible to be members and are being followed up, and the remaining 34 are really not booksellers.

THE CHAIRMAN: Has any one any further information on the matter of State associations? If not, I will ask if the Nominating Committee is ready to make its report?

MR. SCHENCK: Mr. Glass, of the Automobile Blue Book Co., says that they are ambitious to turn all sales coming direct to the Automobile Blue Book Co. back to local booksellers so far as possible, but in that ambition they find one obstacle for which he would like a solution from this body. He says that when their coupons are returned to them they may have coupons, several of them, for instance from a city like Boston, to which dealer shall they return those coupons? If they return them, or any large portion of them to any one dealer, the others would kick. What suggestions have you to make?

THE CHAIRMAN: Mr. Butler, how would you divide among local dealers orders referred by the publisher to local dealers?

MR. BUTLER: Some of the publishers divide such rebates alphabetically, sometimes they do it in rotation to all the dealers, or sometimes to those who carry most stock, or those who show particular enterprise in handling their goods. I think the dealer doing the most for you is certainly entitled to the most consideration. Mr. Glass, may I ask you a question? Do automobile clubs buy the Auto Blue Book and re-sell it at a discount?

MR. GLASS: It has been the practice in the past to do that, but hereafter we are not going to do it.

MR. SCHENCK: This Association ought to appreciate what Mr. Glass and a number of other men in the publishing profession are doing for us. Mr. Glass was responsible, as I understand it, for the stand which Small-Maynard took in their relation to the retailers, and I think we ought to thank him for it. I want him and all the publishers to know that, despite all criticisms, we as retailers do appreciate what they are trying to do. I think we ought to make them feel that we appreciate it.

[There was some further discussion of the distribution of Blue Books by automobile clubs.]

MR. STAPLE: There are in the music trade one or two notable examples of the practice

of refunding to the local dealer. One firm makes a practice of refunding the difference between the wholesale and retail price where the trade is not covered.

THE CHAIRMAN: For the sake of information, I would say that the library question will remain in the hands of the Board of Trade.

Unless there is something further on this matter we will now hear from the Nominating Committee.

MR. KORNER: We report the following nominations for officers of the Association:

President Ward Macauley
1st Vice-President..... Walter Lewis
2nd Vice-President..... Frederick G. Melcher
3rd Vice-President..... Louis A. Keating
Secretary..... Walter V. McKee
Treasurer..... Eugene L. Herr

For the Executive Committee:

John J. Wood, Chairman
John G. Kidd
E. I. Hyke
Chas. E. Lauriat, Jr.,
A. G. Seiler.

For the Board of Trade:

3-year term
H. S. Hutchinson
E. Byrne Hackett
F. G. Melcher
Chas. E. Lauriat, Jr.,
Chas. A. Burkhardt.
2-year term
A. G. Seiler
T. E. Schulte.
1-year term
Edward Morehouse
F. D. Lacy.

[On motion the report of the Nominating Committee was unanimously adopted.]

THE CHAIRMAN: I don't think any further speech is called for at this time. I hope that you ladies and gentlemen will prove to have been wise, and that the officers you have just chosen will be those men best fitted to make this trade united for real progress during the coming year.

Your Committee to revise the Constitution will be as follows:

Whitney Darrow, Chairman
V. M. Schenck
H. S. Hutchinson.

The Committee of Three appointed to investigate cost systems for retail bookstores:
Fremont Rider, Chairman
W. K. Stewart

Mr. Saunders, of Appleton & Co.

Other committees will be appointed at a later time. Are there other matters of business to be brought before the convention?

Is there any member that would like to address the convention on any topic that has not been covered?

MR. KIDD: I would like to know what that topic is. Can you suggest any topic that has not been discussed?

MR. ANDERSON: We have heard a good deal in this meeting and in other meetings of the Association about the cost of doing business. Business cannot be done unless each dollar's

worth of goods sold bears its proportion of expense. It may be a bit of heresy on my part to say, however, that we can afford to do *additional* business on a lower basis than we do initial business.

At the start my selling expense might be fifty per cent. of my gross sales. But I might add to those sales without any more rental, without any more book-keeping expense, and with very little more packer's salary. When fundamental expense, administrative expense, has been all met by the original business done, additional business can be done on half the cost of the first part of the business.

There are for instance some classes of books that we cannot hope at present to secure anything like a one-third discount on. Take the whole text-book business; we can't alter that situation, I think, and yet on a discount basis of 20 per cent., or even a sixth, it is better to do such business as we can get rather than to omit it altogether. In other words, I believe we can make additional business pay after we have once reached the point of covering administration expense at a lower margin of profit rather than lose it by omitting it altogether.

MR. NYE (of Washington): I have been attending this convention for a number of years and I have never spoken. I am in the department store business, selling books. What I have gained here in these years has been very favorably received by me, but I am frank to say that I have not yet received the information I have been seeking. In the department store business we are looking for profit primarily; and, if every bookseller here is honest with himself, he too is looking for profit. We are educators in a way, but not as libraries are. Libraries are subsidized to a greater or lesser extent; bookstores and department stores must each stand on their own feet.

For a number of years we have been advocating a minimum discount from publishers, and we are to-day where we were when we started, as far as I can see. The publishers wish to be fair to us, I am sure of that; but do we yet realize that it costs us on the average thirty per cent. to do business. How then can a bookseller do business unless he receives a minimum discount of thirty-three and one-third per cent.? [Applause.] How is it that some publishers can see their way clear to allow us thirty-three and a third per cent. and others only thirty per cent.? Is the operating cost of the latter publisher greater than that of the former? If it is necessary for publishers to increase the price of their publications from \$1.35 to \$1.40 does that make any essential difference in the sale of a particular book?

You will find very little argument with your customer as to whether a book is \$1.25 or \$1.35 or \$1.40. If the publisher must make his price \$1.40 instead of \$1.35 or \$1.25 to allow the bookseller a living profit, let him do it. The bookseller must make a profit in order to pay his bills.

When the publisher sends you a statement of your account and you say, "I am sorry but

I can't pay this now, we have not been making any money, we have been selling goods at a loss," that excuse does not go very far with him. Nevertheless, when a publisher bills you a book at 25 per cent. he is taking money out of your pocket to further his business. I know very little about bookstores, because I am a department store man, and have always been one. But it seems to me that the bookseller might well adopt some of the methods of the department store. I think I am right in saying that department store men to-day are not price cutters. They are merchandisers.

If bookselling is a business, then books must be classed as merchandise. Look at them as merchandise. There is in our business, has been and always will be, a great field for remainders. Publishers all have remainders, the same as manufacturers in all lines of trade. A book which was published for \$2.50 or \$3 has had a limited sale. The publisher is heavy on this particular item. You can buy it possibly at 80 off, buy it for 60 cents. You can sell it for \$1.00 or, if it is a very good item, for \$1.25. You are giving the public something especially good, and yet you are making your long profit. These are the things, I believe, by which the average bookseller can get out of the rut.

He cannot afford in these days to sit in his shop with his books on his shelves waiting for a particular customer to come in and pick out a particular book. He may have certain books in stock only a week before they are sold. In the case of others, however, they may be on his shelves for a year, only to have a customer come in at the end of that time, pronounce them old stock and ask him to order a "fresh copy."

Regular booksellers should, I think, be more liberal in cutting prices on old stock. We know there is nothing more dead than a dead book! I found out early. By our methods, if we find that some books, or some classes of books, are not moving, we cut the price, and cut it liberally. We make people open their eyes and realize that there is a deep cut in the price of those books. Then they come and clean them out, and we have the money. So our loss is overcome. [Applause.]

[Mr. Malkin spoke at some length of his experiences with publishers regarding discounts, under selling and direct sale competition.]

THE CHAIRMAN: Is there anything further that ought to be brought before this convention? If not, let me call your attention briefly to one point and consider these questions together. We naturally talk about the things that are wrong, the faults which need to be remedied, and that naturally gives the impression that we are in a pessimistic mood. But let us leave this convention in the most optimistic frame of mind. Let us face the future, the future of the war days, in the most optimistic frame of mind.

If there is nothing further to be brought before the convention, we will rise and adjourn with the singing of "America."

[Meeting adjourned *sine die*.]

THE ATTENDANCE

ROLL OF THOSE PRESENT AT THE CONVENTION

A

Albrecht, Wm. P., Macmillan Co., N. Y. C.
 Anderson, J. R., N. Y. C.
 Anderson, R. G., G. P. Putnam's Sons,
 N. Y. C.

B

Bailey, W. L., Evangelical Bookstore, Harris-
 burg, Pa.
 Baker, H. S., Bobbs-Merrill Co., N. Y. C.
 Barse, W. J., Barse & Hopkins, N. Y. C.
 Bean, D. P., Univ. of Chic. Press., Chicago.
 Beckford, Bertha, Gardenside Bookshop, Bos-
 ton.
 Beckford, Frances H., Gardenside Bookshop,
 Boston.
 Bellamy, E. T., Grosset & Dunlap, N. Y. C.
 Beyer, W., N. Y. C.
 Bond, L. B., A. L. Burt Co., N. Y. C.
 Boni, Albert, Boni & Liveright, N. Y. C.
 Bowles, Whitney, D. Appleton & Co., N. Y. C.
 Bray, J. B., A. C. McClurg & Co., Chicago.
 Brazier, G. W., Presbyterian Board, N. Y. C.
 Brown, H. C., Little, Brown & Co., Boston.
 Browne, H. G., *Books of Month*, Chicago.
 Bruce, Frank, Houghton Mifflin Co., Boston.
 Buisted, D. C., Presbyterian Board, N. Y. C.
 Burger, A. W., Harper & Brothers, N. Y. C.
 Burkhardt, C. A., E. P. Dutton & Co., N. Y. C.
 Burt, E. F., A. L. Burt Co., N. Y. C.
 Butler, C. E., Brentano's, N. Y. C.
 Butterfield, Catharine, Doubleday, Page & Co.,
 Garden City, N. Y.

C

Calhoun, C. P., Ronald Press, N. Y. C.
 Chalmers, G. E., Rutland, Vt.
 Chapman, E. O., *Bookseller, Newsdealer &*
Stationer, N. Y. C.
 Clarke, B. E., Beecher, Kymer & Patterson,
 Kalamazoo, Mich.
 Clarke, W. B., W. B. Clarke Co., Boston.
 Clinch, F. A., D. Appleton & Co., N. Y. C.
 Collier, J. R., Allen Book & Printing Co.,
 Troy, N. Y.
 Conover, S., Amsterdam, N. Y.
 Conway, Elizabeth, Stewart & Co., Baltimore,
 Md.
 Conyngton, T., Ronald Press, N. Y. C.
 Cook, Catharine, Open Court Pub. Co., Chi-
 cago.
 Corcoran, H. J., Hubbell Pub. Co., N. Y. C.
 Corrigan, J. W., G. H. Doran Co., N. Y. C.
 Corrigan, M. A., Baker & Taylor Co., N. Y. C.
 Crowell, C. R., Lord & Taylor Bookshop,
 N. Y. C.
 Cupples, V. W., Cupples & Leon Co., N. Y. C.
 Cuthbertson, T., Macmillan Co., N. Y. C.

D

Darrow, Whitney, Princeton Univ. Press,
 Princeton, N. J.
 Davis, W. M., Forsyth & Davis, Kingston,
 N. Y.
 Dempsey, Alice, N., Gimbel Bros., N. Y. C.
 Dickerson, F. W., Lockport, N. Y.
 Dickson, Mrs. L., L. Bamberger & Co., New-
 ark, N. J.
 Dodd, Marion, L., Hampshire Bookshop,
 Northampton, Mass.

Dorsey, S. L., Bobbs-Merrill Co., N. Y. C.
 Doubleday, F. N., Garden City, N. Y.

E

Eads, H. C., Bobbs-Merrill Co., N. Y. C.
 Earl, H. B., Doubleday, Page & Co., Garden
 City, N. Y.
 Edwards, W. M., Cupples & Leon Co., N. Y. C.
 Eisele, Ernest, Brentano's, N. Y. C.
 Ellner, Joseph, Joseph Ellner Co., N. Y. C.
 Estabrook, J. J., Hochschild, Kohn & Co., Bal-
 timore, Md.
 Estabrook, Marion R., N. Y. C.
 Esten, Gladys L., Woman's Bookshop, Y. W.
 C. A., N. Y. C.
 Eubank, W. C., Rand, McNally & Co., N. Y. C.
 Everitt, W. C., Denholm & McKay Co., Wor-
 cester, Mass.

F

Fifield, A. B., Edward P. Judd Co., New
 Haven, Conn.
 Fish, Walter, Funk & Wagnalls Co., N. Y. C.
 Florin, Hall D., Appleton & Co., N. Y. C.
 Fly, H. K., H. K. Fly Co., N. Y. C.
 Fraser, J. R., John C. Winston Co., Phila-
 delphia.
 Fuller, R. F., Old Corner Bookstore, Boston.

G

Gaige, Grace, Macy's, N. Y. C.
 Gehrs, A. H., Henry Holt & Co., N. Y. C.
 Gibbons, F. C. H., C. A. Nichols Co., Spring-
 field, Mass.
 Giersberg, H., G. P. Putnam's Sons, N. Y. C.
 Glass, S. S., Automobile Blue Book Co.,
 N. Y. C.
 Glenney, W. P., Robert J. Shores, N. Y. C.
 Goodwin, J. E., Rand, McNally & Co., Chicago.
 Greene, J. L., Little, Brown & Co., Boston.
 Grosset, Alex, Grosset & Dunlap, N. Y. C.
 Grosset, Philip, Grosset & Dunlap, N. Y. C.
 Guthrie, Priscilla S., Pittsburgh, Pa.

H

Hackett, E. B., Brick Row Bookshop, New
 Haven, Conn.
 Hale, R. T., Small, Maynard & Co., Boston.
 Hancock, Miss M. C., L. Bamberger & Co.,
 Newark, N. J.
 Harcourt, Alfred, Henry Holt & Co., N. Y. C.
 Henry, F. C., Small, Maynard & Co., Boston.
 Herr, E. L., L. B. Herr & Son, Lancaster, Pa.
 Hesslein, Max, Hahne & Co., Newark, N. J.
 Hillis, R. D., G. H. Doran Co., N. Y. C.
 Holden, J. A., PUBLISHERS' WEEKLY, N. Y. C.
 Holt, Guy, R. M. McBride & Co., N. Y. C.
 Hoskins, C. H., The Book House, Chicago.
 Hoyns, Henry, Harper & Bros., N. Y. C.
 Huebsch, B. W., N. Y. C.
 Hull, Harry F., Moffat, Yard & Co., N. Y. C.
 Hutchinson, H. S., H. S. Hutchinson Co., New
 Bedford, Mass.
 Hyke, E. C., Stix, Baer & Fuller Co., St. Louis,
 Mo.

J

Jacobs, Miss A., Greenhut's, N. Y. C.
 Jacobs, Geo. W., Philadelphia.
 Jennison, Miss Madge, Sunwise Turn Book-
 shop, N. Y. C.

K

Keating, L. A., Loeser's, Brooklyn, N. Y.
 Ketcham, E. C., Grosset & Dunlap, N. Y. C.
 Kidd, John G., Stewart & Kidd, Cincinnati, O.
 Kinzey, H. C., Doubleday, Page & Co., Garden City, N. Y.
 Kleinteich, H., Sully & Kleinteich, N. Y. C.
 Knopf, Alfred A., N. Y. C.
 Korbel, Chas., Oxford University Press, N. Y. C.
 Korner, H. V., Korner & Wood Co., Cleveland, O.

L

Lacy, F. D., G. P. Putnam's Sons, N. Y. C.
 Larson, E. C., F. A. Stokes Co., N. Y. C.
 Lauriat, C. E., Jr., C. E. Lauriat Co., Boston.
 Lawler, Jean, Macy's, N. Y. C.
 Le Gallez, J. W., George W. Jacobs Co., Philadelphia.
 Leussler, Harrison, Hearst's Int. Liby. Co., N. Y. C.
 Leon, A. T., Cupples & Leon Co., N. Y. C.
 Lewis, H. C., Dodd, Mead & Co., N. Y. C.
 Lindsley, Miss V., Pub. Dept. Nat. Bd. Y. W. C. A., N. Y. C.
 Love, W. De L., Houghton Mifflin Co., N. Y. C.
 Lynch, John J., Columbia Univ. Press, N. Y. C.
 Lynd, R. S., PUBLISHERS' WEEKLY, N. Y. C.

M

Macauley, Ward, Macauley Bros., Detroit, Mich.
 Macauley, Mrs. Ward, Detroit, Mich.
 McBride, Robert M., Robert M. McBride Co., N. Y. C.
 McCarthy, T. J., Moffat, Yard & Co., N. Y. C.
 McDevitt-Wilson, Cora E., McDevitt-Wilson's, N. Y. C.
 McDevitt-Wilson, Emily, McDevitt-Wilson's, N. Y. C.
 McKeachie, W. S., Baker & Taylor Co., N. Y. C.
 McKee, W. V., John V. Sheehan & Co., Detroit, Mich.
 Mackintosh, W. W., Oxford Univ. Press, N. Y. C.
 McLellan, D. M., Menzies' Pub. Co., N. Y. C.
 McNamara, E., Greenhut's, N. Y. C.
 Mahoney, Bertha E., Bookshop for Boys and Girls, Boston.
 Malkan, Henry, N. Y. C.
 Marling, F. H., Chas. Scribner's Sons, N. Y. C.
 Mathews, F. K., Boy Scouts of America, N. Y. C.
 Melcher, F. C., W. K. Stewart Co., Indianapolis, Ind.
 Metzler, C. T., Newcastle, Pa.
 Miller, Newman, Univ. Chicago Press, Chicago.
 Morris, Belle C., Koch & Co., N. Y. C.
 Morrow, Wm., F. A. Stokes Co., N. Y. C.
 Mowbray-Clarke, Mary, Sunwise Turn Bookshop, N. Y. C.
 Mumford, E. W., Penn Publishing Co., Philadelphia.
 Murray, E. S., Presby. Bd. of Publication, Philadelphia.

N

Nelson, E. C., Princeton Univ. Press, Princeton, N. J.

Nussbaum, M. G., Nussbaum Bk. & Art Co., Norfolk, Va.
 Nussbaum, Mrs. M. G., Norfolk, Va.
 Nye, D. W., Doubleday, Page & Co., Garden City, N. Y.
 Nye, Simon L., S. Kahn Sons & Co., Washington, D. C.

O

O'Connell, D. J., Funk & Wagnalls Co., N. Y. C.
 Oliphant, C. J., Oliphant Adv. Agency, N. Y. C.
 Otis, C. C., Lutheran Pub. Society, N. Y. C.
 Ottenheimer, Isaac, I. & N. Ottenheimer, Baltimore, Md.
 Owen, Fred W., Century Co., N. Y. C.

P

Patterson, H. D., Harper & Bros., N. Y. C.
 Peck, J. R., The Page Co., Boston.
 Pike, T. F., Longmans, Green & Co., N. Y. C.
 Pitman, E. A., Jordan Marsh Co., Boston.
 Pleasanton, Louise M., Brentano's, N. Y. C.
 Priaux, J. M., Oliver Ditson Co., N. Y. C.
 Price, Dr. G. V., Harper & Bros., N. Y. C.

R

Reed, F. L., Grosset & Dunlap, N. Y. C.
 Reed, W. R., New Brunswick, N. J.
 Reid, A. L., Carson, Pirie, Scott Co., Chicago.
 Reilly, F. K., Reilly & Britton Co., Chicago.
 Revell, F. H., Jr., F. H. Revell Co., N. Y. C.
 Rider, Fremont, PUBLISHERS' WEEKLY, N. Y. C.
 Robinson, W. C., Stern Bros., N. Y. C.
 Roe, C. M., Standard Pub. Co., Cincinnati, O.
 Rogers, C. B., Bookseller, Newsdealer & Stationer, N. Y. C.

S

Sanford, B. E., Cornell Co-operative Soc., Ithaca, N. Y.
 Saunders, Henry, Oneonta, N. Y.
 Schenck, V. M., Pilgrim Press, Boston.
 Schubert, Margaret, F. A. O. Schwartz, N. Y. C.
 Schulte, T. E., N. Y. C.
 Seiffert, G. V., Doubleday, Page & Co., Garden City, N. Y.
 Seiler, A. G., N. Y. C.
 Siler, S. D., New Orleans, La.
 Saxton, E. F., Doubleday, Page & Co., Garden City, N. Y.
 Shaperd, Minnie J., Loeser's, Brooklyn, N. Y.
 Shoemaker, C. C., Penn Publishing Co., Philadelphia.
 Short, W. C., Merriam Co., Springfield, Mass.
 Sloane, F. J., Duffield & Co., N. Y. C.
 Sloane, T. J., A. W. Shaw Co., Chicago.
 Spinney, W. R., T. Y. Crowell Co., N. Y. C.
 Staton, R. W., Germantown, Pa.
 Sterling, John, Watertown, N. Y.
 Stetler, R. H., Pub. House Uni. Evan. Church, Harrisburg, Pa.
 Stringfield, J. L., Amer. Bapt. Pub. Society, N. Y. C.
 Sullivan, F., Loeser's, Brooklyn, N. Y.
 Sully, George, Sully & Kleinteich, N. Y. C.
 Sutphin, E. A., N. Y. Tribune, N. Y. C.

T

Thompson, J. L., Chas. Scribner's Sons, N. Y. C.

Thompson, W. S., G. P. Putnam's Sons,
N. Y. C.
Traver, C. L., Trenton, N. J.

V

Vass, E. J., Little, Brown & Co., Boston.
von Gogh, E. P., U. P. C. Book Co., N. Y. C.

W

Walker, Belle M., *Bookseller, Newsdealer & Stationer*, N. Y. C.
Walker, E. W., Toronto, Canada.
Walker, Stanley, Henry Holt & Co., N. Y. C.

Ware, R. L., Amer. Tract. Society, N. Y. C.
Washburn, K. N., G. & C. Merriam Co.,
Springfield, Mass.
Wessels, A., A. C. McClurg & Co., N. Y. C.
Wilson, Edith M., F. A. O. Schwartz, N. Y. C.
Wilson, Ralph, McDevitt-Wilson's, N. Y. C.
Wood, I. L., Amer. Novelty Syndicate, N. Y. C.
Woodward, F. E., Woodward & Lothrop Co.,
Washington, D. C.

Z

Ziegler, E. H., G. H. Doran Co., N. Y. C.

WAR TAX BILL CARRYING SECOND CLASS POSTAGE INCREASES PASSES HOUSE

As the PUBLISHERS' WEEKLY goes to press word comes that the Senate Finance Committee has stricken out the zone postal rate system for newspapers and periodicals, substituting a direct tax on advertising—probably 20 per cent.—including newspapers and magazines, bill-boards, posters and street cars.

By a vote of 329 to 76 the House finally passed the War Tax bill late Wednesday. The bill as passed was substantially as introduced, altho several minor changes were made, reducing somewhat the amount of revenue expected. The most important feature of the bill as it affects the publishing trade is the provision for substantial increases in second class postal rates under a zone system. Print paper, books "for the use of congresses," "professional books," and newspapers and periodicals were added at the last minute to the list of articles on the free list exempt from the ten per cent. flat impost on imports. The provision for the free entry of periodicals comes as a distinct relief to such importers as Lemcke & Buechner, G. E. Stechert & Co., and E. Steiger & Co.

When the House reached the second class mail rate section Chairman Kitchin offered a committee amendment proposing three schedules of rates, effective in July, November, and March, 1918, in place of the original program. As first proposed the second class rates were to be increased by the inauguration of a zone system under which the rate was to be two cents a pound or fraction in the first, second or third zones, four cents within the fourth and fifth zones, five cents within the sixth and seventh, and six cents in the eighth zone. The text of the committee amendment to this section as finally incorporated in the bill provides as follows:

"Sec. 1201. That on and after July 1, 1917, the zone system applicable to parcel post shall apply to mail matter of the second class, and (a) from that date until November 1, 1917, the rate of postage shall be as follows, except as hereinafter provided:

"One and one-sixth cents a pound or fraction thereof when for delivery within the first zone, 1 1-3 cents a pound or fraction thereof when for delivery within the second or third zone, 1 2-3 cents a pound or fraction thereof when for delivery within the fourth or fifth zone, 2 cents a pound or frac-

tion thereof when for delivery within the sixth zone, 2½ cents a pound or fraction thereof when for delivery within the seventh zone, and 2 2-3 cents a pound or fraction thereof when for delivery within the eighth zone; and (b) from November 1, 1917, until March 1, 1918, the rate of postage shall be as follows, except as hereinafter provided: 1 1-3 cents a pound or fraction thereof when for delivery within the first zone, 1 2-3 cents a pound or fraction thereof when for delivery within the second or third zone, 2 1-3 cents a pound or fraction thereof when for delivery within the fourth or fifth zone, 3 cents a pound or fraction thereof when for delivery within the sixth zone, 3 2-3 cents a pound or fraction thereof when for delivery within the seventh zone, and 4 1-3 cents a pound or fraction thereof when for delivery within the eighth zone; and (c) after March 1, 1918, the rate of postage shall be as follows, except as hereinafter provided: 1½ cents a pound or fraction thereof when for delivery within the first zone, 2 cents a pound or fraction thereof when for delivery within the second or third zone, 3 cents a pound or fraction thereof when for delivery within the fourth or fifth zone, 4 cents a pound or fraction thereof when for delivery within the sixth zone, 5 cents a pound or fraction thereof when for delivery within the seventh zone, and 6 cents a pound or fraction thereof when for delivery within the eighth zone."

The most conspicuous change in the rest of the section relating to second class matter was the omission of the section providing that second class matter mailed to subscribers from an office other than that of publication shall pay the same rate as if mailed from the office at the place of publication.

The rest of the second class postal section reads as follows:

"Sec. 1202. That the rate of postage on daily newspapers, when the same are deposited in a letter carrier office for delivery by its carriers, shall be the same as now provided by law; and nothing in this title shall affect existing law as to free circulation and existing rates on second class matter within the county of publication: Provided, that the Postmaster General may hereafter require publishers to separate or make up in zones in such a manner as he may direct all mail matter of the second class when offered for mailing.

"Sec. 1203. That in the case of newspapers

and periodicals entitled to be entered as second class matter and maintained by and in the interest of religious, educational, philanthropic, agricultural, labor, or fraternal organizations, not organized for profit and none of the net income of which inures to the benefit of any private stockholder or individual, the second class postage rate shall be, irrespective of the zone in which delivered (except when the same are deposited in a letter carrier office for delivery by its carriers, in which case the rate shall be the same as now provided by law) $1\frac{1}{4}$ cents a pound or fraction thereof from July 1, nineteen hundred and seventeen, until March, nineteen hundred and eighteen, and thereafter $1\frac{1}{2}$ cents a pound or fraction thereof. The publishers of such newspapers or periodicals before being entitled to the foregoing rates shall furnish to the Postmaster General, at such times and under such conditions as he may prescribe, satisfactory evidence that none of the net income of such organization inures to the benefit of any private stockholder or individual.

"Sec. 1204. That where the total weight of any one edition or issue of any publication to any one zone does not exceed one pound, the rate of postage shall be 1 cent for each eight ounces or fraction thereof.

"Sec. 1205. The rates provided by this title shall relate to the entire bulk mailed to any one zone and not to individually addressed packages.

"Sec. 1206. That where a newspaper or periodical is mailed by other than the publisher or his agent or a news agent or dealer, the rate shall be the same as now provided by law.

"Sec. 1207. That the Postmaster General, on or before the tenth day of each month, shall pay into the general fund of the Treasury an amount equal to the difference between the estimated amount received during the preceding month for transportation of first and second class matter thru the mails and the estimated amount which would have been received under the provisions of the law in force at the time of the passage of this act.

"Sec. 1208. That the salaries of the postmasters at offices of the first, second and third classes shall not be increased after July 1, 1917, during the existence of the present war. The compensation of postmasters at offices of the fourth class shall continue to be computed on the bases of the present rates of postage, but in no case shall such compensation be less than that received during the fiscal year ending June 30, 1917."

It is expected that attacks on the bill in the Senate will center around the excess profits, income and manufacturers' taxes and the second class mail rate increase sections. Business men generally are protesting vigorously against the taxes.

The mail increase has been opposed in the columns of practically every newspaper and periodical in the country during the past two weeks and committees of publishers have been active in Washington. Some important publishing figures were brought out at the vari-

ous conferences. E. T. Meredith, publisher of *Successful Farming*, adduced figures, prepared to be spread upon the record of the Senate Finance Committee, covering last year's business of fifty-five leading farm papers. According to the sworn statements of the publishers these fifty-five farm papers showed an aggregate net profit in 1916 of \$581,000. An increase of postage of one cent per pound—the minimum increase that has been suggested in Congressional discussion—would cost the fifty-five publications \$569,000, reducing the net profit of the entire list to \$12,000. Mr. Meredith pointed out that two-thirds of the net profit of \$581,000 earned by the whole list last year was made by two publications.

According to Arthur J. Baldwin, vice-president of the McGraw-Hill Publishing Co., the *Engineering & Mining Journal* would be \$12,000 in the hole under the increase as originally planned by the bill—and this on a capital of \$500,000; 33 per cent. of the periodical's circulation is in the eighth zone.

J. H. Moore, representing the Periodical Publishers' Association, stated that 86 periodicals, with an aggregate circulation of 21,000,000, have under the present rates a total postal bill of \$1,243,465, whereas under the rate as proposed by the bill prior to amendment the postage bill of these periodicals would total \$4,900,000, an increase of \$3,700,000. The net profit of the 86 periodicals in the year 1916 was reported as \$1,197,403, and it was estimated that the increase in the price of print paper for these publications approximates in the aggregate \$3,000,000.

Mr. Moore filed figures indicative of the recent business of the *Review of Reviews*, citing this periodical as representative. For the four months ending March 21 the sales of advertising in the *Review of Reviews* amounted to \$99,800.65, and the sales of circulation to \$99,696.74—a total income of \$199,497.39. The net profit for the period was \$17,422.01. The postage bill of the magazine for the quarter at present rates is \$8,676.04; under the new rate as proposed by the bill prior to amendment the postage bill for an equivalent period would be \$36,279.09.

PERIODICAL AND BOOK IMPORTERS PROTEST AGAINST PROPOSED TARIFF

IMMEDIATE money losses and the probable loss of a large part of the business of importing foreign periodicals, especially the considerable library business, is anticipated by the book and periodical importers in the event of the flat 10% tariff proposed by the War Revenue Bill becoming a law. Their case is summed up in the following communication by Lemcke & Buechner, G. E. Stechert & Co., and E. Steiger & Co. to the chairman of the Ways and Means Committee of the House of Representatives:

"Permit us to call your attention to the following points in the proposed change in the Tariff, namely, assessing a duty of 10% *ad valorem* on all articles in the free list and particularly in the first place, on books in for-

eign languages, and on books in the English language for the use of schools, colleges and libraries. The fight for abolishing the tax on learning, a remnant of barbarism which disgraced this country for years after it had been abolished long before by every other civilized nation, was at last won after a long fight. The revenue to be expected from these items is infinitesimal and would help little to raise the amounts needed by the government. Levying this tax would be a regrettable step backwards.

"There is the further question whether books in the English language, now admitted duty free for the use of colleges, schools and free libraries, would have to pay the proposed 10% duty, or the 15% duty provided for under section 239, plus the 10% war addition.

"But the most important matter in the proposed taxing of free articles would be that of foreign periodicals (in all languages), admittedly one of the most important educational factors in our national life. American firms which have built up in past years, laboriously and persistently, a large business of importing in bulk such foreign periodicals, have entered into contracts with practically all libraries, students and readers here to supply these periodicals on the supposition that for the current year they would continue to be admitted duty free. If these importers are now called upon to pay a 10% duty on the issues for seven months of the year, after accepting the contracts for delivering all the current year's issues at a small profit, they would suffer very material losses. Subscriptions having been paid under the conditions obtaining at the beginning of the year, the importers would not be able to recover the amount to be paid by them for duties.

"Nor is this the only point. The proposed zone regulation of postages would hit the importers likewise considerably, but the most nefarious consequence to them would be the entire loss of this part of their business. Most subscribers to such foreign periodicals would place their orders direct with the foreign publishers and have their copies mailed to them in the expectation that no duty would be levied on mail copies. The Government would thus not only derive no profit in collecting duties, but would, moreover, lose the postal revenue, now paid by American importers for these foreign periodicals here on mailing them to subscribers. Nor is this all. Franked with a foreign stamp, the Post Office would have to deliver all these millions of papers to subscribers in the U. S. in every postal zone, without receiving a single penny for doing this work. The proposed tax would entail losses to the Government instead of being a source of income. The American importers' business would be ruined, besides, and their income tax paying capacity seriously impaired."

THE most valuable asset any store can possess is the confidence of the public, and confidence can never be gotten by subterfuge.—*Hodgkin: "Manual of Successful Storekeeping."*

H. E. HUNTINGTON PAYS \$1,000,000 FOR BRIDGEWATER LIBRARY

THE famous Bridgewater library, said to be the most extensive collection of English literature in the world, has been purchased at a cost of over \$1,000,000 by George B. Smith acting as agent for Henry E. Huntington. The collection consists of about 20,000 items, made up of 8000 books, more than 200 manuscript books and upward of 10,000 historical documents and manuscript letters. The library was shipped to this country in 101 cases and is said to be the most extensive shipment of books ever transported overseas.

This library owes its origin to Shakespeare's day, its nucleus being the books and manuscripts collected by Sir Thomas Egerton, who became Baron Ellesmere and Viscount Brackley, who was Solicitor and Attorney-General of England from 1581 to 1594, and who was later Lord Chancellor to Queen Elizabeth and to King James I.

The gem of the Bridgewater library is the Ellesmere Chaucer, the manuscript from which the printed versions were made, beautifully illuminated. It appears to have been in the possession of the Bridgewater and Ellesmere families for not less than 200 years. Professor W. W. Skeat used the text of this manuscript as the basis of his edition of "The Canterbury Tales" in the "Complete Works of Chaucer," and refers to it in his introduction as "the finest and best of all the manuscripts now extant." This copy alone is valued at \$50,000.

Another interesting item in the library is the English illuminated manuscript on vellum of John Gower's "Confessio Amantis," "Treatise of Venery" by the "Master of Game" to King Henry IV and dedicated to Prince Henry, afterward King Henry V, is a manuscript on vellum of the early fifteenth century, written on forty-four leaves. "Praelorium Latinum" is an illuminated English manuscript on 162 leaves of vellum of the second quarter of the fourteenth century. It contains a set of fourteen miniatures depicting scenes of the Passion and Life of Christ.

Among the books by early English printers is Ralph Higdon's "Polycromicon," translated out of Latin into English by John of Treves, and printed by William Caxton on his Westminster Press about 1482. John Mirk's "Festivall," printed by Caxton in 1483, is one of nine copies known. The first edition of "Quattuor Sermones," printed by Caxton about 1483, is one of twelve copies extant. Nine tracts by John Lydgate, Monk of Bury, and others, are of the greatest rarity. Shakespeare is represented by the first four folio editions of his plays. An important collection is "The Dramatic Works of Shakespeare," edited by George Steevens, Boydell's edition, 1802, extra illustrated by Thomas Turner, and extended to forty-four large folio volumes by the addition of upward of three thousand portraits and other plates.

"The Lamentable and True Tragedie of

M. Arden of Faversham in Kent," 1599, is the second edition of this pseudo-Shakespearean play. Among the Shakespeare quartos is the very scarce "Titus Andronicus," 1600, of which only one other copy is known.

There is a choice series of Americana, including three rare works of Captain John Smith, namely, the "Map of Virginia," 1612, "Description of New England," 1616, the author's dedication copy and unique, and "Virginia," 1624. Other Americana are John Eliot's translation of the New Testament into the Indian language, 1661, and "Strange News from Virginia," 1677.

Among the other books and manuscripts are the first collected edition of Beaumont and Fletcher's "Comedies and Tragedies," 1647; "Bevis of Hampton," circa 1620, believed to be unique; Thomas Churchyard's "Funeral of Sir Francis Knowles," 1596, the only copy known; Sir John Davies's "Orchestra," 1596, only one other copy known; first edition of "Gull's Hornbook," by Thomas Dekker; Thomas Deloney's "Strange Histories," 1607, only one other copy known; "The Historie of Frier Rush," 1626; Robert Greene's "Friar Bacon and Friar Bungay," 1594, of the greatest rarity; Matthew Grove's "Pelops and Hippodamia," 1587, only one other copy in existence; Stephen Hawes's "Pastime of Pleasure," 1554, of the greatest rarity.

FIVE ESSAYS RECEIVE PRIZES IN BOOKSELLERS' LEAGUE CONTEST

PRIZES have been awarded in the Booksellers' League contest for the best essays on constructive bookselling problems as follows: First prize (\$25): William H. Royce, with Gabriel Weis, New York; subject: "The Classification of Book Stock Best Suited to Untrained Employees." Second prize (\$15): T. B. Zukerman, with Henry Malkan, New York; subject: "What Knowledge of Literature is Required to Meet the Needs of the Average Customer." Third prize (\$10): James D. Blake, with John J. Newbegin, San Francisco; subject: "Library Methods the Bookseller May Use to Advantage." Fourth prize (\$5): Jerome E. Bruck, with E. P. Dutton & Co., New York; subject: "Some Standard Types of Customers and How to Handle Them." Fifth prize: Frederick E. Woodward, of Woodward & Lothrop, Washington, D. C.; subject: "Making the Best Use of Book-Trade Journals."

The judges in the contest were: E. O. Chapman of the *Bookseller, Newsdealer and Stationer*; Fremont Rider of the *PUBLISHERS' WEEKLY*, and Charles Butler of Brentano's.

The prizewinning papers will be published in later issues of the *PUBLISHERS' WEEKLY*.

Y. W. C. A. TO ENLARGE PUBLISHING ACTIVITY

THE Young Women's Christian Association plans to enlarge its publishing department after September of this year under the name, the Woman's Press. Eight years ago Miss Mary L. Allen and two stenographers con-

stituted the publishing force of the Y. W. C. A.; to-day there are more than twenty-two women working in that department and the new plans will call for a still further increase in staff. The present Chairman of the Publication Department, Mrs. W. W. Rockwell, will be director of the Woman's Press, assisted by Mary L. Allen, Helen Thoburn, Rhoda E. McCulloch, A. Estelle Paddock, N. Margaret Campbell, Van S. Lindsley and Margaret Cook. Up to now the department has published chiefly religious works, usually in pamphlet form, but the new Press aims to publish a regular line of books of interest to women, especially to young women: fiction woven around the women's professions and occupations and the home, non-fiction on vocational training, dietetics, teaching and kindred subjects, worthwhile biographies of interest to women and even reprints of certain of the classics. The Woman's Press is to be a business venture and aims to be strictly self-supporting. No effort will be made to get authors to contribute manuscripts as philanthropy, and the publications will be marketed at regular trade discounts.

As there are 1000 Y. W. C. A.'s, with a large total membership, actual and sustaining, the constituency would seem to be fairly established. The Woman's Press will do the publishing for its home departments and for all its branches. The close centralization of the Y. W. C. A.—eleven field offices reporting directly to the home office—makes this plan especially feasible.

Altho it will not publish regularly under the new imprint until September, the Woman's Press will bring out July 1 a little anthology, "Christ in the Poetry of Today," by Martha Foote Crow.

MORE DEALERS ENDORSE DIRECT SELLING RESOLUTION

THE following additional endorsement of the resolution of the Board of Trade of the American Booksellers' Association on the direct sale resolution has been received by that body:

We, the undersigned booksellers of the city of Lancaster, heartily endorse the resolution of the Board of Trade of the American Booksellers' Association on the direct sale problem.—L. B. Herr & Son; The Donovan Co.; Charles Ream; Charles H. Barr.

The Stationers' Association of Davenport, Ia., and Rock Island and Moline, Ill., has sent the following telegram of approval:

The members of the Stationers' Association of Davenport, Ia., and Rock Island and Moline, Ill., heartily approve the efforts of the American Booksellers' Association in their protest to the publishers furnishing books by mail or otherwise to the individual direct, and believe such sales should be referred to the local dealer.—Carlson Bros., Moline, Ill.; Fidler & Chambers, Bruno Seockler, M. H. MacArthur, E. M. White, Johnson & Sessions Co., Davenport, Ia.; E. O. Vaile, Tri-City Stationery Shop, Rock Island, Ill.; M. H. MacArthur, sec.-treas.

OBITUARY NOTES

LOUIS E. TURK, business agent of the Board of Publication of the Reformed Church in America, died at his home in Yonkers, New York, May 5 from an attack of pneumonia. He was born in Norwalk, Conn., in 1865 and entered the book business with the Fleming H. Revell Co., soon after they established headquarters in New York. In 1889 he associated himself with the Board of Publication as general business manager.

WILLIAM CONANT CHURCH, brevet Lieutenant-colonel, United States Volunteers, editor of the *Army and Navy Journal*, died in New York on May 24 in his eighty-first year. With his brother, Francis P. Church, he began publishing the *Army and Navy Journal* at 192 Broadway, in 1863, and in 1868 they began the publication of the *Galaxy Magazine*, which was merged with the *Atlantic Monthly* ten years later. Col. Church was the author of two books: "Life of John Ericsson" and "Life of Ulysses S. Grant."

BURNETT LEWIS, of the Mutual Book Co., Boston, well known publishers and jobbers of books and greeting cards in New England, died suddenly May 13 at his home in Brookline, Mass. Mr. Lewis was born in England fifty-two years ago and came to Boston in infancy. He started his business career selling newspapers, afterwards purchasing a periodical and book store on Hanover Street that became a favorite rendezvous in the early nineties. Later he moved up town, and entered the publishing and jobbing business. He was prominent in Masonic circles, a member of the Commonwealth Country Club and active in the Boston City Club.

JOHN WILLIAMS WHITE, emeritus professor of Greek at Harvard University and a truly great teacher and scholar, died at his home in Cambridge, Mass., on May 9 in his seventy-ninth year. He was actively connected with the Greek department at Harvard for thirty-five years, until his retirement in 1909 when he became emeritus professor. Professor White was one of the first Greek scholars in the country to insist that students should learn to read Greek at sight. Hampered by the lack of good text-books, he set about correcting the defect. Among his texts—which are recognized as standard—are "Beginner's Greek Book," "First Greek Book," "First Lessons in Greek," and "Passages for Practice in Translations at Sight." He was also the editor of the following works: *The College Series of Greek Authors* (30 vols.); and "The Old Scholia on the Aves of Aristophanes." He was joint editor of *Harvard Studies in Classical Philology* and the author of numerous monographs on philological and archaeological subjects.

PERSONAL NOTES

W. W. GRANT, a director of Oliphants, Ltd., and for the past ten years London manager of this firm and of the Fleming H. Revell Co., has been appointed manager of the Head Offices in Edinburgh.

H. S. CROCKER, of the H. S. Crocker Co., San Francisco, has been appointed a lieutenant-commander in the Naval Coast Defense Reserve and is devoting considerable time to organizing the Pacific Motor Boat Club for possible home defense.

THE TRADE will be glad to learn that Mr. Louis A. Keating, who was taken suddenly ill during the convention, was able to return to his work this week and is apparently not suffering any ill effects from his brief but painful illness.

LITERARY AND TRADE NOTES

THE MILITARY PUBLISHING Co. has added "A Manual of Physical Training" to its list of text-books on military subjects.

DOUBLEDAY, PAGE & Co. announce a new printing of the juvenile edition of Kipling's "Just So Stories" recently out of print.

THE MACAULAY Co. has postponed the publication date of "Eve, Junior" by Reginald Heber Patterson and "The Girl by the Roadside" by Varick Vanardy to June 9.

JOHN MURRAY, the English publisher, has taken over the business of Smith, Elder & Co. which will henceforth be amalgamated with his own. He will also publish the *Cornhill Magazine*.

"THE WORLD AT WAR," just published by the Macmillan Co., is a series of papers by Georg Brandes on the war and the events leading up to it, written before and during the great conflict.

A BOOK of surprising revelations about that country which has done so little advertising in this war is Alexander Powell's "Italy at War, and the Allies in the West" announced by Charles Scribner's Sons.

AMONG THE publications of I. & M. Ottenheimer, Baltimore, are "Patriotic Songs," a little twenty-two page pamphlet, and "Heart Songs," a 518 page book of over 400 standard songs.

SMITH-DIGBY Co., Tacoma, Wash., for whom Baker & Taylor are eastern selling agents, have just issued "Something More," a sequel to "That Something, the Secret of Success."

THE RECENT Superior Court decision that magazines shall not be displayed for sale on sidewalk newsstands in Chicago has been upheld in the Appellate Court. The Curtis Publishing Company had appealed the case.

THE BOBBS-MERRILL Co. has recently added two new titles to its series of appreciations of great authors,—"Matthew Arnold—How to Know Him" by Stuart P. Sherman and "Robert Burns—How to Know Him" by William Allen Neilson.

"THE GARDEN GUIDE," of which the A. T. De La Mare Co. has sold an edition of 6000 within a month, is an all-the-year-round handbook for the amateur gardener. It tells how to plan, plant and maintain the home grounds, the suburban garden and the city lot.

A ROSTER of the War Volunteers of the

book-trade will be printed in next week's issue of the PUBLISHERS' WEEKLY. Publishers and booksellers are requested to send the names of any employees or others connected with their houses who have enlisted or are now under regimental orders.

TWO MEN disappear under a railroad bridge near Liverpool. Only one emerges and he sails immediately for America under the name of the other. This is the mystery with which is launched E. Phillips Oppenheim's new novel, "The Cinema Murder" to be published June 9 by Little, Brown & Co.

HENRY LANE WILSON, former Ambassador to Mexico, has been awarded a verdict of six cents and costs in his \$500,000 libel suit against Norman Hapgood for an article in *Harper's Weekly*, dealing with Mr. Wilson's alleged part in affairs in Mexico City at the time of Huerta's succession.

THE ENGLISH BOARD OF TRADE has granted a license to Messrs. Cassell to reproduce in English the "Deutsch Politik" of Prince von Buelow. This, of course, refers to the author's additions to the work since the war. Messrs. Cassell had already published a translation of the volume in its earlier form.

THE SPANISH MINISTER OF FINANCE has advised newspaper publishers that Spanish paper manufacturers have informed him that their stock will be exhausted by the end of July and that the importation of raw materials is practically impossible. The Minister has warned the publishers that they must make certain restrictions or the Government will be obliged to intervene.

DOUBLEDAY, PAGE & Co. have received nearly four hundred responses to their offer of a prize of \$100 for the best essay on McFee's "Casuals of the Sea." From these twelve or fifteen essays have been selected and sent to the judges. The essays came from all parts of the world, one from a member of the American Ambulance Corps in France. The date of the award will be announced later.

THE MASSACHUSETTS SUPREME COURT recently held that legislation abolishing and prohibiting trading stamps and similar bonus tokens in trade is unconstitutional. This decision specifically dissents from the decision of the United States Supreme Court of three or four years ago which held that such laws are constitutional under the Fourteenth Amendment.

"THE HOME GUARD MANUAL" by Lieut. Col. Timothy F. Donovan and Capt. Charles J. Dieges, published by the Sherwood Co., is designed to give citizen soldiers the fundamentals of military information by means of short cuts used by the U. S. Army. It is a digest of all the U. S. Government publications on infantry drill, field service, regulations and guard duty.

THE GULF BETWEEN the day coach fitted out with rude bunks along the wall guiltless of bed clothes and the palatial Pullman of today is bridged in Joseph Husband's "The Story of the Pullman Car" just published by

A. C. McClurg & Co. This account of evolution of the sleeping car reveals the amusing as well as the distressing side of night journeys in the early stages of the railroad's development.

A NEW SIDE of Mark Twain is revealed in the first essay in a collection entitled "What Is Man?" just published in a trade edition by Harper & Bros. In it he dwells upon his belief that the inevitable life sequence began with the first created spark. This essay had been published privately for distribution among his friends. Most of the other essays have appeared in periodicals, but have never been for sale in book form.

HAVE YOU A weakness for "real boy" stories? Then read of the adventures of Sube, Gizzard, Biscuit and others of the charmed circle in Edward Bellamy Partridge's "Sube Cane," just published by the Penn Publishing Co. They hold an auction sale for the "dessolute Belgians," experiment with a lotion alleged to grow hair on the side of a house and have numerous other experiences more amusing to the reader than to the persons involved.

MAJ. JAMES A. MOSS, U. S. A., and Maj. M. B. Stewart, U. S. A., have prepared an attractive, but inexpensive edition of "Our Flag and Its Message" just published by the J. B. Lippincott Co. It contains the President's appeal for unity, the history of the flag, and "America" and "The Star Spangled Banner." The authors' and publishers' profits on this inexpensive little manual of patriotism will be devoted to the American National Red Cross.

ALFRED W. McCANN, widely known as a food expert, prints on the fly leaf of his new book, "Thirty-Cent Bread—How to Escape the Higher Cost of Living," just published by the George H. Doran Co.: "With regulation now, we can have all the food we need for home use, and export to our Allies 200,000,000,000 pounds! Without regulation, we shall have bread cards and soup kitchens within a year." He offers fourteen specific suggestions for the immediate remedy of the situation.

"RUSSIA OF YESTERDAY AND TOMORROW" is announced by the Century Co. to be published in June. The author, Baroness Souiny, is a Russian noblewoman at present in the United States. Her husband, a noted Russian surgeon, was at one time attached to the court and the Baroness, an intimate friend of a lady-in-waiting to the Czarina, writes of the court intrigues, particularly among the Russian intellectual women, which have resulted in reducing Czar Nicholas to plain Mr. Romanoff.

AMERICAN WOMEN spend annually in the home \$9,000,000,000, of which sum it is estimated by the Department of Agriculture \$700,000,000 is wasted. Women who wish to do national service by eliminating waste from their homes will welcome "Household Organization for War Service" by Thetta Quay Franks, author of "Efficiency in the Household," which the Putnams will publish late in

May. It is an earnest plea for economy based upon business methods in the household, a personal budget and the every-day use of a balanced ration giving economical substitutes for meats.

SIMULTANEOUSLY WITH the publication of the Northland Edition in nine volumes of Selma Lagerlöf's works on May 25, Doubleday, Page & Co. are issuing as a dealer help an eighty-page brochure on the Swedish authoress by Harry E. Maule. The brochure discusses the woman, her work, her message and includes liberal quotations from Dr. Lagerlöf's own autobiographical writings and from some of her critics. It is illustrated with photographs of Dr. Lagerlöf and of her homes and with two maps showing the scenes of some of her novels.

IN VIEW OF the success of the booksellers' prize contest for reviews of "Contrary Mary" by Temple Bailey, the Penn Publishing Co. is making a similar offer for the author's new book, "Mistress Anne." Five prizes of \$50, \$20, \$15, \$10 and \$5 are offered. Reviews should not exceed five hundred words in length and should be received before June 15. Contestants must state that they are engaged in selling fiction and must name the store where they are employed. Prizes will be awarded July 1. A copy of the book will be sent free of charge to any prospective contestant who has not yet received one.

WE HAVE DISCOVERED a way in which a bookseller may leave an estate to his family. It is by starting a small account in a savings bank and then dying without leaving the bank any information which would insure the settlement of his estate. We are informed that the Brooklyn Savings Bank has held since 1852 an account cumulating interest in the name of Fred W. Wagner, who at that time had a bookstore at 150 Nassau Street, New York City and resided at 126 Hall Street, Brooklyn. The bank has not been able to find any trace of his heirs and would be glad to know if any member of the trade can give them assistance in locating them.

Weser Zeitung (Bremen), a Berlin bookbinder has discovered a new material for bookbinding—codfish skin. In itself the use of fish skin for bookbinding is no novelty; among others, shark leather had previously been used for de luxe bindings for the sake of its durability and beautiful marking. Cod skin has several advantages over shark skin; it is more abundant, more easily procurable and, therefore, cheaper. The appearance of the skin, unscaled and properly prepared, resembles snake's skin. Its strength and durability are said to have been tested and found equal to parchment by the Royal Material Testing Office in Berlin. It is easy to work and literally untearable.

THE AMERICAN AMBULANCE FIELD SERVICE in France is sending out a letter to booksellers urging the pushing of the sale of the Clode-Grosset & Dunlap edition of the "President's War Message" as a patriotic duty. All of the

proceeds from the sale of this book go to the support and maintenance of the American Field Service in France. The publishers have already contributed the sum of \$1600. Among the bulk orders for the book were 1000 copies, sold thru the Powers Mercantile Co., of Minneapolis, to the Scandinavian-American Bank to be given away to certain of its depositors or customers; 1000 copies to the Fifth Avenue Association in New York City, a copy for each plate at their patriotic luncheon; the National Democratic Club of New York, 1000 copies to be given away to its members; the Fifth Avenue Bank, N. Y., 500 copies for their foreign correspondents; 600 copies, sold thru John L. Grant of Utica, N. Y., to a local manufacturer to be given away to his employees on a business anniversary; a newspaper in Harrisburg, Pa., 1000 copies, for advertisers; the Corn Products Refining Co., New York, 1000 copies, presumably to be given to their employees, customers, or friends; and the Hackley School, 100 copies, probably for use in classes.

THE STUDY OF THE Russian language is being taken up with great enthusiasm all over England at the present time; the Englishman does not ordinarily shine as a linguist and the fact that in these strenuous days he should be seriously taking up so difficult a task is striking evidence of the intensity of his enthusiasm. One of the distinguished students is Sir Donald McAlister, principal of Glasgow University and president of the General Medical Council, who is taking up the language in his sixty-third year. The universities and colleges have also responded to the general enthusiasm, according to a London correspondent of the *Nation*. Four scholarships for those wishing to take the Russian language for their honors degree have been founded at Queen's College, Oxford. King's College, London, has now a special School of Slavonic Studies, whose aim it is to group around Russian the study of all the Slavonic peoples and languages. The Universities of Manchester and Birmingham have also decided to establish a professorship and department of Russian; a chair of Russian has been endowed at the University of Leeds and a lectureship at the University of Sheffield. Several "public schools," in the English sense, including Eton, St. Paul's, the City of London, Cheltenham, Clifton, Sherborne, and the Leys have established Russian classes. The City of London College had established before the war a series of Russian classes for the benefit of commercial clerks and others already engaged in the Russian trade. It has now introduced Russian as an ordinary subject in the curriculum of its Day Technical Commercial School. The London County Council has provided instruction in Russian during the winter session at thirty-two institutes within its area. This figure compares with instruction in French at eighty-five institutes, German at thirty-eight, Spanish at thirty-three, Italian at twenty-six, Portuguese at seven, and Dutch at one. The Institute of Bankers is arranging Rus-

sian classes of its own for bank clerks. At Bradford there are now more students of Russian than in any other city in the United Kingdom outside of London. Arrangements are being made there to establish scholarships to provide for a year's residence in Russia. As a result of this interest in the tongue text-books and dictionaries of the Russian language have naturally become prominent on the open shelves of public libraries and in newspaper advertisements.

BUSINESS NOTES

ATLANTA, GA.—Howard S. Cole, president of the Cole Book Co., has sold out the controlling interest in the firm to John Aldredge and O. L. Jernigan, owners of the Lester Book and Stationery Co. The change will have no effect on the status of either store. The Lester Co. will continue at its present site, 70 North Broad St., and the Cole Co. will operate at 85 Whitehall St., retaining its name and its present office force. Mr. Cole has entered the officers' training camp at Fort McPherson.

COLON, PANAMA.—The firm of Wm. Haferman & Co. desires catalogs and announcements of American book publishers. They are dealers in books and stationery in addition to their drug business.

ELYRIA, O.—It is reported that J. C. Bins has been succeeded by Ford Loomis.

IOWA CITY, IA.—The Book and Craft Shop has just been opened.

JOLIET, ILL.—The Henley-Relyea Co. has been incorporated with a capital of \$20,000 to deal in books and stationery.

MERIDIAN, MISS.—C. H. McInnis has purchased the F. A. Fort Book Store which will be conducted as the Meridian Book Store.

NEWARK, N. J.—Hall, Inc., dealers in stationery, books and photographs, have recently been incorporated with a capital of \$25,000. Directors are J. W. Hall, Mary Hall, of East Orange, and E. T. Casebolt, of Newark, N. J.

NEW YORK CITY.—Guido Bruno, editor and publisher at 21 Spruce St., has filed a petition in bankruptcy, with liabilities \$3567 and no assets.

NEW YORK CITY.—H. W. Brewer and Guy Varney have consolidated.

NEW YORK CITY.—Himebuagh & Browne, 471 Fifth Ave., have incorporated with a capital stock of \$35,000.

NEW YORK CITY.—Thoms & Eron, 50 John St., have leased the second floor above their present store, thereby increasing their space by 3500 square feet.

PITTSBURGH, PA.—Edward E. Levi, for over thirty years in the second-hand book business, has sold out to the Roman Staley Book Co., Market St.

PONTIAC, ILL.—A meeting of creditors has been called to wind up the business of the F. J. Butler Co.

VANCOUVER, B. C.—The Thomson Station-

ery Co., Ltd., has made an assignment for the benefit of its creditors.

WHITBY, ONT.—The book business of W. J. Allin has been purchased by Edwin Copp, son of William Copp, vice-president of the Copp, Clark Co., of Toronto.

AUCTION SALES

MAY 28 AT 2:30 P. M. (One session.) Catalog: First editions of modern authors. (No. 37; 467 lots.)—*Collectors Club*.

BIBLIOGRAPHICAL NOTES

CATALOGS OF NEW AND SECOND-HAND BOOKS

Albert A. Bierber, New York, 200 W. 24th St. Catalog of a valuable collection of books and pamphlets on America, early history (West, South, etc.), Indians, geography [etc.]. (749 titles.)

Alexander M. Brown, Inc., New York, 150 Nassau St. Catalog: Unusual collection of choice and scarce books including Americana and first editions. (No. 17; 634 titles.)

A. S. Clark, Peekskill, N. Y., 218 Washington St. List of books and pamphlets relating to New York City. (676 titles.)

Robert H. Dodd, New York City, Fourth Ave. and Thirtieth St. Catalog: Clearance sale catalog comprising a selection of choice and rare books, incunabula, Americana, early editions of the classics, American first editions, English XVII, XVIII, and XIX Century first editions, association books, presentation copies, etc., etc. (No. 23; 887 titles.)

William Downing, Birmingham, Eng., Temple Row. Catalog of interesting and important books recently acquired from private libraries lately dispersed, and gathered together here. (No. 548; 267 titles.)

John Grant, Edinburgh, Eng., 31 George IV Bridge. Catalog of books relating to philosophy, anthropology, the history of religions, folklore, Icelandic and Scandinavian sagas, Celtic literature [etc.].

Harrison Co., Atlanta, Ga. Catalog of state reports, statutes, bar association reports, legal periodicals, trials and miscellaneous books. (No. 110.)

John Heise, Syracuse, N. Y. Interesting list of autograph letters, documents, etc. (No. 234; 85 items.)

G. Lemallier, Paris, France, 25 Rue de Cha-teaudun. Le correspondant des bibliophiles français et étrangers. (No. 299; 1456-2131 titles.)

Joseph McDonough Co., Albany, N. Y., 73 Hudson Ave. Catalog of old rare and curious books. (No. 335; 776-1114 titles.)

Martinus Nijhoff, Hague, Holland. La Haye, Lange Voorhaut 9. Livres anciens et modernes. (No. 425; 353 titles.)

Ernest Dressel North, New York, 4 East 39th St. Clearance catalogue of choice, rare and second-hand books in all departments of literature. (1016 titles.)

E. Weyhe, New York, 708 Lexington Ave. Catalog. a choice collection of books and prints, fine and applied arts, architecture, furniture, costumes and fashions; books for collectors of prints [etc.]. (No. 17; 400 items.)

Weekly Record of New Publications

The entry is transcribed from title page when the book is sent by publisher for record. Books received, unless of minor importance, are given descriptive annotation. Prices are added except when not supplied by publisher or obtainable only on specific request. Where not specified the binding is cloth.

Imprint date is stated [or best available date, preferably copyright date, in brackets] only when it differs from year of entry. Copyright date is stated only when it differs from imprint date: otherwise simply "c." No ascertainable date is designated thus: [n.d.]

A colon after initial designates the most usual given name, as: A: Augustus; B: Benjamin; C: Charles; D: David; E: Edward; F: Frederick; G: George; H: Henry; I: Isaac; J: John; L: Louis; N: Nicholas; P: Peter; R: Richard; S: Samuel; T: Thomas; W: William.

Sizes are indicated as follows: F. (folio: over 30 centimeters high); Q. (4to: under 30 cm.); O. (8vo: 25 cm.); D. (12mo: 20 cm.); S. (16mo: 17½ cm.); T. (24mo: 15 cm.); Tl. (32mo: 12½ cm.); Fe. (48mo: 10 cm.); sq., obl., nar., designate square, oblong, narrow. For books not received sizes are given in numerals, 4°, 8°, etc.

Achilles Tattus. Achilles Tattus; with an English tr. by S. Gaselee. N. Y., Putnam. 16+461 p. S (Loeb classical lib.) \$1.50 n.

Aksakov, Sergei Timofeievich. A Russian gentleman; tr. from the Russian by J. D. Duff. N. Y., Longmans. [n. d.] 9+209 p. O \$2.10 n.

First English translation of the Russian classic. Book is a record of the life of the author's grandfather and parents, and a reliable and dramatic picture of the days of the Great Catherine. Asakov is already known to English readers thru his "Years of Childhood."

Alsaker, Rasmus Larssen, M.D. Eating for health and efficiency. 5 v. N. Y., F. E. Morrison [1133 Broadway]. c. 12° \$5

American Academy of Political and Social Science. The Mexican constitution of 1917 compared with the constitution of 1857. Phil., The academy. 5+166 p. O (Annals, supplement) pap.

Stabilizing industrial employment. Phil., The academy. 7+246 p. forms tabs. O (Annals) pap. \$1

Andrews, Fk. De Witte, comp. Burials in the Old Stone Fort Cemetery at Schoharie, New York; copied from the gravestones, June 1916. Vineland, N. J. [The compiler] 32 p. 8° pap. 50 c.

Arnoux, Anthony. The European War. v. 1, August 1914-March 1915; v. 2, March 1915-September 1915; v. 3, September 1915-March 1916. Bost., Ritter & Co. c. tabs. O ea. \$1.50

Author has been for many years a newspaper correspondent in Europe.

Ashley, Roscoe Lewis. The new civics; a textbook for secondary schools. N. Y., Macmillan. 28+420 p. il. 8° \$1.20 n.

Automobile Blue Book Publishing Co. Official automobile blue book: 1917. v. 1, New York and adjacent Canada; v. 2, New England and Maritime Provinces; v. 3, N. J., Pa., Md., Del., D. C., and W. Va.; v. 4, Michigan, Indiana, Ohio and Ky.; v. 5, Minnesota, Wisconsin, Iowa, Illinois and Missouri; v. 6, The Southeastern states; v. 7, Mont., Wyo., Col., N. M., Texas, No. and So. Dakota, Neb., Kan., Okla., Ark., and La.; v. 8, The Pacific coast; v. A, New York City metropolitan blue book; v. C, Chicago metropolitan blue book. N. Y. [The author] 243 W. 39th St. c. double maps tabs. O ea. leath. \$3n.

Automobile engineering; a general reference work; prepared by a staff of automobile experts, consulting engineers, and design-

ers of the highest professional standing; il. with over 1500 engravings. [New ed.] 5 v. Chic., Am. Tech. Soc. c. (bibls.) pls. tabs. diags 8° \$25

Earlier editions have title: Cyclopedia of automobile engineering.

Baker, Franklin T., and Thorndike, Ashley Horace. The teaching of reading; a manual to accompany Everyday classics. N. Y., Macmillan. 2+86 p. 12° 50 c. n.; 3d-4th readers, 5th-6th readers, ea. pap. 24 c. n.

Bangs, J. Kendrick. Half hours with the Idiot. Bost., Little, Brown. c. 156 p. D \$1.25 n.

Wherein the Idiot again pleases or irritates the Poet, the Doctor, the Lawyer, and the Bibliomaniac, as he brings his foolery up to date with comments on these times.

Barnhill, J. B., comp. One hundred best anti-Socialist books. Wash., D. C., Anti-Socialist Bk. Co., 225 Sixth St. N. E. [n. d.] 8 p. T pap. gratis

Barr, Mrs. Amelia Edith Huddleston. The bow of orange ribbon. New ed. N. Y., Grosset & Dunlap. 344 p. 12° (Popular copyrights) 75 c.

Bartley, Nalbro. Paradise auction; with il. by Ronald Anderson. Bost., Small, Maynard. [c. '17] 501 p. col. front. D \$1.50 n.

Jack's marriage proved a failure. Stephanie was selfish and shallow, and at length the bond became intolerable. Later on, Jack made another bid for happiness and won, in his marriage to his old childhood chum. The story of Molly and Paul, two lifelong friends, is interwoven with the main plot. Molly finds her love for her husband waning, but she refuses to leave him when he becomes crippled. Paul's death leaves Molly free for a second marriage.

Beaufort, J. M., Count de. Behind the German veil; a record of a journalistic war pilgrimage. N. Y., Dodd, Mead. c. 19+403 p. il. pls. pors. fold. map O \$2 n.

Author, who had been at school in Germany, returned as a correspondent early in the war. A letter to von Hindenburg gained him access to headquarters and later to the eastern front and the war scenes in Poland. Besides descriptions of von Hindenburg, are interviews with the eminent men in the political and industrial world of Germany, and his visit to the naval bases.

Beckley, Zoë, and Gollomb, Jos., comps. Songs for courage. N. Y., Barse & Hopkins. [c. '17] 141 p. D \$1 n.

Benavente y Martinez, Jacinto. Plays; tr. from the Spanish with an introd. by J. Garrett Underhill. N. Y., Scribner. c. 25+267 p. por. D \$1.50 n.

Contents: Introduction; His widow's husband; The bonds of interest; The evildoers of good; La Malquerida.

Benson, Stella. This is the end. [N. Y.] Macmillan. 244 p. D \$1.35 n.

Wherein the war does "its bit" for a group of people—Cousin Gustus, who need only be named; Mrs. Gustus, who wrote and was generally known as Anonyma; Mr. Russell, married to a pacifist and living in an unconventional but respectable Secret World of his own; Kew, home for leave from France; and Jay, his sister. Jay is not introduced as the heroine (the author has never seen one), but she is the most conspicuous woman in the book. She is driving a London bus, and has her own Secret World. To this, Mr. Russell helps Billy Morgan (also back from France) find the way.

Best, T. R. Back-yard gardening, for business men. N. Y., Street & Smith [79 Seventh Ave.] [c. '17] 125 p. diagrs. D pap. 15 c.

Betten, Fs. Sales. The ancient world, from the earliest times to 800 A. D. [2 pts. in 1 v.] Bost., Allyn & Bacon. [c. '16] 18+658+26 p. (6 p. bibl.) il. maps (part double) 12° \$1.50

Bible. Old Testament. Selections from the Old Testament; ed., with an introd. and notes, by Louise Seymour Houghton. N. Y., Scribner. [c. '16] 12+310 p. 16° (Scribner English texts) 45 c. n.

— **Apocrypha.** The apocalypse of Ezra (2 Esdras, 3-14); tr. from the Syriac text, with brief annotations, by G. H. Box. N. Y., Macmillan. 115 p. 12° \$1 n.

Blackwood, Algernon. John Silence, physician extraordinary. [4th ed.] N. Y., A. A. Knopf. 5+390 p. D \$1.65 n.
Formerly published by Brentano's.

Bogadek, Fs. Aloysius. Najveci hrvatsko-engleski i englesko-hrvatski rijecnik. Pittsburgh, Pa., J. Marohnic [1124 E. Ohio St.] [c. '17] 228+206+71 p. O \$3 n.

Bogle, Artemas M. Everyday bookkeeping. N. Y., Macmillan. 15+126 p. il. 12° (Macmillan's commercial ser.) 65 c. n.

Boswell, Ja. Boswell's Life of Johnson; (abridged); with notes and an introd. by Gerard E. Jensen. Bost., Houghton Mifflin. c. '17 14+228 p. front. S (Riverside literature ser.) 44 c. n.

Bottom, Phyllis. The derelict; and also The liqueur glass; Mademoiselle L'Anglaise; The awkward turn; The siren's isle; Ironstone; The pace; Brother Leo. N. Y., Century Co. c. '13-'17 394 p. il. pls. D \$1.35 n.
Stories of varied theme and setting, from the satirical to the dramatic.

Bouchier, Edm. Spenser. Sardinia in ancient times. [N. Y., Longmans.] 3+184 p. fold. map D \$1.75 n.

Brief history of Sardinia in ancient times.

Bower, B. M. [pseud. for Bertha Muzzy Sinclair, Mrs. Bertrand W. Sinclair]. The Flying-U's last stand. N. Y., Grosset & Dunlap. 353 p. 12° (Popular copyrights) 75 c.

Bowser, Thekla. Britain's civilian volunteers; auth. story of British voluntary aid detachment work in the great war. N. Y., Moffat, Yard. c. 14+236 p. il. pls. D \$1.50 n.
Account of the relief work of the Voluntary Aid Detachments of Great Britain.

Brandes, Georg Morris Cohen. The world at war; tr. by Catherine D. Groth. N. Y.,

Macmillan. c. 272 p. D \$1.50 n.

Essays on the war and preceding political events by the Danish critic who is also a neutral. Range from the "Prophetic foreboding," composed in 1881, to the conclusion as to what the basis of the coming peace must be.

Brown, Demetra Vaka [Mrs. Kenneth Brown].

The heart of the Balkans. Bost., Houghton Mifflin. c. 247 p. D \$1.50 n.

Gives in semi-fictional style an account of author's journey thru Albania, Montenegro, Serbia, Rumania, and Bulgaria in company with her brother, a Greek employed by the Turkish government.

Browne, Porter Emerson. Someone and somebody; il. by Clarence F. Underwood. Indianapolis, Bobbs-Merrill. [c. '17] 328 p. pls. D \$1.35 n.

To Walsingham Van Dorn, unsuccessful book agent, comes the news that the death of two uncles has made him heir to forty millions. Van Dorn tries to be happy, tho rich, but does not succeed. One morning he wakes to find an unknown young woman in his room, declaring she will not leave until he surrenders the fortune his uncles have stolen from her father. After gazing into Désirée's eyes, Van Dorn promises to restore the money. They embark on an adventure together, and Van Dorn learns that his money has been in turn stolen from him. But this does not worry the happy couple. However, after the wedding, the forty appear once more. Author has digressed and philosophized thruout the tale.

Buchan, J. The Battle of the Somme; with maps and illustrations. N. Y., Doran. [c. '17] 246 p. pls. fold. maps D \$1.50 n.

Day-by-day account of the campaign which opened the present great Allied offensive, with description of the preparatory moves and the so-called new "technique" which gets the most out of every attack.

Nelson's history of the war. v. 16, Battle of the Somme. N. Y., T: Nelson & Sons. [n. d.] 8+263 p. maps D 60 c.

Buck, C. Neville. Destiny. N. Y., Grosset & Dunlap. 444 p. 12° (Popular copyrights) 75 c.

Byrne, Lawrence, pseud. The American ambassador. N. Y., Scribner. c. 301 p. D \$1.35 n.

The ambassador's private secretary, Dalton, tells the story of his chief's exploits. Colborne found an international crisis on his hands, which he meant to handle with American business methods. Needless to say, Count de Stanlau, who opposed him, meant to handle it diplomatically. The count also wished to marry Kate, the ambassador's daughter. So did Dalton. Colborne's resourcefulness won for his country while Dalton did not have to choose between love and duty to serve both his chief and Kate.

Cahill, Mary Whiton. The persistent problems of philosophy; an introduction to metaphysics through the studies of modern systems. 4th ed. N. Y., Macmillan. 26+577 p. 8° \$2.50 n.

California. Board of Education. Conservation, bird and arbor day; prepared by the Commissioner of Elementary Schools. [Sacramento, Cal., The board.] 30 p. il. music 8° (Bulletin)

Calthrop, Dion Clayton. Clay and rainbows. N. Y., Grosset & Dunlap. 312 p. 12° (Popular copyrights) 75 c.

Campbell, Ja. Mann, D.D. New Thought Christianized. N. Y., Crowell. [c. '17] 5+152 p. D \$1 n.

Defines New Thought in the terms of Jesus' teaching and applies it to every-day living.

Carmichael, Mary H., comp. Pioneer days. N. Y., Duffield. c. 196 p. il. pls. D \$1.25 n.

Narratives of the combats, escapes, stratagems, and dangers of the pioneer men and women on the frontier of the West in the days of Indian fights and fighters.

Carnegie Endowment for International Peace. Div. of International Law. Documents relating to the controversy over neutral rights between the United States and France, 1797-1800. Wash., D. C., The endowment. 7+91 p. 8°

Caswell, Mary. Extracts from an unbroken correspondence. Bost., Insur. Press [74 India St.]. [c. '16] 32 p. T bds. 50 c.

Letters written in communication with a friend who had died.

Chambers, Rob. W. The dark star. N. Y., Appleton. c. 25+420 p. pls. D \$1.50 n.

As a child, presided over by a curious star and as the owner of an equally curious box, Ruhannah Carew was in for adventure. She finds herself, after a mock marriage, in Paris when the war begins. Ruhannah cables her friend, Jim Neeland, to bring over the box of valuable plans. Neeland starts, and apparently all the powers are after him. Every kind of spy attacks him with weapons ranging from automatic pistols to time bombs. He wins out intact by ability worthy of a "movie" star.

Chapman, Ja. Crosby, and Rush, Grace Preyer. The scientific measurement of classroom products. Bost., Silver, Burdett. [c. '17] 8+191 p. il. fold pl. form 8° \$1.25

Childs, Leslie. Legal points for automobile owners. N. Y., Ogilvie Pub. c. 55 p. S 50 c.

Chitwood, Oliver Perry. The immediate causes of the great war. N. Y., Crowell. [c. '17] 12+196 p. D \$1.20 n.

Brief survey of the war from the beginning to the entrance of Rumania. By the professor of European history, West Virginia University.

Clarke, Isabel Constance. The rest house. N. Y., Benziger. c. 382 p. D \$1.35 n.

About Peggy Metcalfe, the daughter of a wealthy Protestant family. While at a Catholic rest house, Peggy hears a voice cry aloud: "Come!" The word takes possession of her, and she begins her search for the truth. Accepting the new religion, she defies her family and chooses the pathway of poverty, whence a golden thread of romance leads her to happiness.

Clemens, S: Langhorne [Mark Twain, pseud.]. What is man?; and other essays. [Uniform ed.] N. Y., Harper. c. '17 375 p. por. D \$1.75 n.

Coan, C. Arth. The fragrant note book; romance and legend of the flower garden and the bye-way; decorated and il. by Frances C. Challenor Coan. N. Y., Putnam. c. 3+120 p. Q \$2.50 n.

Here are found "tale upon tale of the flowers, in which are myth and legend, folk-lore and history a-plenty, but of horticulture, not a word."

Cobb, Irvin Shrewsbury. "Speaking of Prussians—" N. Y., Doran. [c. '17] 80 p. front. D bds. 50 c. n.

Speaking seriously of what he saw of the invasion of Belgium, author appeals to America to give of her manhood in the war against Prussianism.

Cohen, Israel. The Ruhleben prison camp; a record of nineteen months' internment; with 26 il. and a plan. N. Y., Dodd, Mead. 251 p. pls. pors. O \$2.50 n.

Story of nineteen months' internment in one of the largest concentration camps in Germany. Record of author's own experience and observations supplemented only slightly by information from trustworthy fellow-prisoners.

Coit, Stanton. Is civilization a disease? Bost., Houghton Mifflin. c. 136 p. S (Barbara Weinstock lectures on the morals of trade) \$1 n.

Presents a bird's-eye view of the steps in human advancement toward civilization in order to show our historic social order in right relation to the ideal humanity.

Collins, Archie F. The home handy book; a compendium of useful things to do around the average house, and how to keep it in repair. N. Y., Appleton. c. 14+164 p. il. D \$1.10 n.

Altho written primarily for boys, book will be useful to the housekeeper and the man of the house.

Commencement memory book. N. Y., Dodd, Mead. [c. '17] 189 p. il. sq. O \$1.50 n. bxd.; leath. \$3 n. bxd.

Pages with headings and decorations give space for class history, courses and studies, athletic events, photographs, autographs, programs and other matters which the college or high school pupil may wish to preserve.

Corning, Amos Elwood. Will Carleton; a biographical study. N. Y., Lanmere Pub. [18 Jacob St.] c. 98 p. por. D \$1

Brief study of the poet, Will Carleton.

Coussens, Penrhyn Wingfield, comp. and ed. The sapphire story book; stories of the sea; front. in col. by Maxfield Parrish. N. Y., Duffield. c. 148 p. D (Jewel ser.) \$1.50 n.

Sea stories of courage, heroism and devotion to duty, retold and original.

Cramer, J. Arth. The filing department. N. Y., Bankers Pub. c. 5+110 p. il. forms S (Bank department ser.) bds. \$1

Creelman, Harlan. An introduction to the Old Testament; chronologically arranged. N. Y., Macmillan. 35+383 p. 8° \$2.75 n.

Croswell, Ja. Greenleaf. Letters and writings of James Greenleaf Croswell, late master of the Brearley School in New York. Bost., Houghton Mifflin. c. 9+359 p. il. pls. pors. facsm. D \$2 n.

Letters and bits of writing by the late master of the Brearley School, New York, and author of numerous text-books.

Daniells, Arth. Grosvenor. The world war, its relation to the Eastern Question and Armageddon. Wash., D. C., Review and Herald Pub. Assn. [c. '17] 128 p. il. pors. maps 12° 50 c.; 25 c.

Davis, Calvin Olin. Public secondary education. Chic., and N. Y., Rand, McNally. [c. '17] 14+270 p. 12° \$1

De Puy, H: F., ed. A bibliography of the English Colonial treaties with the American Indians; including a synopsis of each treaty. [Cambridge, Mass., Lenox Club, care G. P. Winship.] 110 p. il. pls. 8° \$7.50 n.

Dodge, G: M. The telegraph instructor. 6th and rev. ed. Valparaiso, Ind., The author. c. 347 p. il. col. diagrs. forms tabs. S \$1.25

Donovan, Lieut-Col. T. F., and Dieges, Capt. C: J. The home guard manual; embracing the essential parts of the School of citizen-soldiery, Manual of arms, and that portion of the Field regulation relating to military police. N. Y., Sherwood Co. c. 2+79 p. il. diagrs. T pap. 35 c. n.

Dostoevskii, Fedor Mikhailovich. The eternal husband; and other stories; from the Russian by Constance Garnett. N. Y., Macmillan. 5+323 p. D \$1.50 n.

Contents: The eternal husband; The double; A gentle spirit.

Dover, A. T. Electric traction; a treatise on the application of electric power to tramways and railways. N. Y., Macmillan. 19+667 p. il. fold. pls. 8° \$5.50 n.

Duncan, Frances [Mrs. J: Leroy Manning]. War time gardening. N. Y., F. Shay. c. no paging D pap. 25 c.

Dunsany, E: J: Moreton Drax Plunkett, Lord. Plays of gods and men. Bost., Luce. [c. '15-'17] 207 p. D bds. \$1.50 n.

Contents: The tents of the Arabs; The laughter of the gods; The queen's enemies; A night at an inn.

Durand, W: F: Practical marine engineering for marine engineers and students; with aids for applicants for marine engineers' licenses. 4th ed., rev. and enl., by C. W. Dyson. N. Y., Marine Engineering [461 Eighth Ave.] c. 16+982 p. il. fold. pls. diagrs. 8° \$6

Eder, Phanor Ja. Colombia. N. Y., Scribner. 312 p. il. maps 8° (South American ser.) \$3 n.

Elson, W: Harris, and Haste, Sarah Atherton. Elson's spelling book. Chic., B. D. Berry Co., 623 S. Wabash Ave. [c. '17] 9+282 p. D 36 c.

Embury, Aymar, II. The livable house; its plan and design. N. Y., Moffat, Yard. c. 10+198 p. il. plans Q (Livable house ser.) bds. \$2.50 n.

Illustrations show the high standard of architectural merit possible in a small house when good taste and good judgment prevail. Text considers, first, selection of a site, the architect and builder, and the financial arrangements; then takes up the choice of a style, the plan, and the materials used.

Emilia, Sister. Beauty for ashes. N. Y., Longmans. 48 p. S pap. 25 c. n.

Emmet, Boris. Profit sharing in the United States. Wash., D. C., Gov. Pr. Off. 188 p. (16 p. bibl.) O (U. S. Bu. of Labor Statistics bull. no. 208) pap. 20 c.

Erichsen, Erich. Forced to fight; the tale of a Schleswig Dane. N. Y., McBride. 184 p. D \$1.25 n.

Story of the realities of war told by a Dane who was forced to fight in the German army.

Federal Council of the Churches of Christ in America. Library of Christian co-operation; ed. by C: S. Macfarland; being the reports of the council and its commissions and committees to the third quadrennial meeting of St. Louis, Mo., December, 1916. 6 v. N. Y., Miss. Educ. Movement of U. S. and Canada. [c. '17] (bibls.) diagrs. 8° set \$5

Ferri, Enrico. Criminal sociology; tr. by Jos. I. Kelly and J: Lisle; ed. by W: W. Smithers; with introd. by C: A. Ellwood and Quincy A. Myers. Bost., Little, Brown. c. 45+577 p. tabs. O (Modern criminal science ser.) \$5 n.

Author, regarded as Lombroso's most distinguished pupil, brings together the latter's anthropological studies and his own work in criminal statistics and

law. Adheres to a doctrine of social determinism of crime; and urges preventative measures thru changes in the penal processes, and practical reforms thru changes in the penitentiary system.

Fisher, Mary. The Treloars. N. Y., Crowell. [c. '17] 358 p. D \$1.35 n.

Action revolves around a California family, the Treloars, including the father, a retired clergyman; Margaret, the motherly older sister, and the idealistic son, Dick. Young Treloar finds difficulties when he tries to apply his ideas to modern journalism. Further complications arise thru his German friend, Max Gietman, frankly anarchistic. Dick's disappointing married life with Nita, a former actress, terminates with her death at the birth of their child. Dorothy Parker, a family friend, takes the child to bring up while his father enters the French ambulance service. On his return, Dick and Dorothy are married.

Fletcher, C: Brunsdown. The new Pacific, British policies and German aims; with a preface by Viscount Bryce. N. Y., Macmillan. 33+325 p. il. 8° \$3 n.

Fredericks, Arnold. The little fortune. N. Y., Grosset & Dunlap. 301 p. 12° (Popular copyrights) 75 c.

Fuess, Claude Moore. An old New England school; a history of Phillips Academy, Andover. Bost., Houghton Mifflin. c. 11+547 p. il. pls. pors. O \$4 n.

History of Phillips Academy, Andover, prepared under the authorization of the trustees. Gives an account of the Phillips family, the founding of the academy during the Revolutionary War, its early days and subsequent development, anecdotes of professors and students, some account of the more distinguished alumni, and chapters on athletics.

Gaines, Ruth Louise, and Read, Georgia Willis. The village shield; a story of Mexico. N. Y., Dutton. [c. '17] 8+264 p. il. pls. (part col.) D (Little schoolmates ser.) \$1.50 n.

Story of child life to-day in Mexico. Tells of the real Mexicans, the descendants of the Aztecs, not the people fighting for supremacy.

Gallichan, Catherine Gasquoine Hartley [Mrs. Wa. M. Gallichan]. Motherhood and the relationships of the sexes. N. Y., Dodd, Mead. c. 402 p. O \$2.50 n.

Convinced that the redemption of woman rests in the growing knowledge and consciousness of her responsibility to the race, that is, healthy motherhood, author concentrates on the forces which make for healthy motherhood. Discusses the maternal instinct in its making in the animal kingdom; the mother's position in primitive society, and her present-day status in relation to sex morality.

Gannett, S: Stinson, comp. Geographic tables and formulas. 4th ed. Wash., D. C., Gov. Pr. Off. '16 388 p. O (U. S. Geol. Survey bull. 650) pap. 25 c.

Garrison, Adele. Revelations of a wife; the story of a honeymoon; with front. by N. W. Newberry. N. Y., Universal Press [35 W. 39th St.]. [c. '15-'17] 6+376 p. D 50 c.

Story of two contrasting temperaments, Dick, an artist, and Madge, his wife, a school teacher before her marriage, who is conventionally severe in her code. Madge faces the fact that marriage has not killed her husband's admiration for other women. Dick, on his side, gives in to his jealousy and leaves Madge. They both suffer much before the friends who can help them are able to explain the false situation created by Grace Draper, a beautiful model.

Gleason, Arth. Huntington. Inside the British Isles. N. Y., Century Co. c. 434 p. O \$2 n.

Picture of the changes wrought by the war in the social fabric of Great Britain, forming a beneficent revolution, in which the nation is shaking off its sloth and egotism. Finds these new forces reconstructing finance, machinery, religion, literature, and education.

Our part in the great war; with il. from photographs. N. Y., Stokes. [c. '17] 10+338 p. il. pls. pors. facsms. D \$1.35 n. Tells of the work of thirty-thousand Americans serving France as soldiers, ambulance drivers, fliers, doctors and nurses. Author was in active service in the Munro and American Ambulance Corps, now special correspondent in the war zone.

Gordon, G: Angier, D.D. The appeal of the nation; five patriotic addresses. Bost., Pilgrim. [c. '17] 87 p. D 75 c. n.

Contents: American freedom; The foreign-born American citizen; Christian and citizen; American loyalty; The nation and humanity.

Gore, Bp. C: The religion of the church, as presented in the Church of England; a manual of membership. American ed. Milwaukee, Young Churchman. c. 4+179 p. D 75 c.; pap. 50 c.

Summary statement of the doctrines and practices of the English church, and its place in the larger world.

Gorky, Maxim [pseud. for Alexei Maximovitch Pyeshkoff], and others, eds. The shield; with a foreword by W: English Walling; tr. from the Russian by A. Yarmolinsky. N. Y., A. A. Knopf. c. 18+209 p. D \$1.25 n.

The demand of fifteen of Russia's most important men of letters, publicists and scientists for the abrogation of the Jewish disabilities. Published in Russia by the Society for the Study of Jewish Life (in which no Jews are allowed membership).

Gosse, Edm. W: The life of Algernon Charles Swinburne. N. Y., Macmillan. c. 11+363 p. il. pls. pors. facsm. O \$3.50 n.

In this, the first biography of Swinburne, Mr. Gosse uses the important correspondence which has come into his hands since he contributed his memoir of the poet to the Dictionary of National Biography in 1912. Book is a narrative of Swinburne's life, a critique of his poetry, judging the "Songs before sunrise" his crowning work, and a colorful and definite portrait of his personality and temperament.

Greek (The) anthology; with an English tr. by W. R. Paton. In 5 v. v. 2. N. Y., Putnam. 5+517 p. S (Loeb classical lib.) \$1.50 n.

Gribble, Fs. H: Women in war. N. Y., Dutton. 8+342 p. O \$2.75 n.

Recounts many collective and individual displays of women's bravery in war since the traditional days of the Amazons. List includes besides all the well-known names, as the Maid of France and Florence Nightingale, those who had as exciting adventures, but less lasting fame.

Hall, Morris Alb., and Cravens, G: W. Automobile troubles and repairs, welding-vulcanizing; a practical guide to proper methods of driving, solving road troubles, and making repairs, including tire vulcanizing and autogenous welding. Chic., Am. Tech. Soc. c. 328 p. il. plans diagrs. 8° \$1.50

Hammond, C. S., & Co. Hammond's auto route map. N. Y., The author [30 Church St.] fold. col. maps ea. 50 c.

Contents: EASTERN MASSACHUSETTS.
HUDSON VALLEY [New York to Mechanicsville].
NEW YORK STATE.
NORTHEASTERN PENNSYLVANIA.
RHODE ISLAND AND SOUTHEASTERN MASSACHUSETTS.
WESTCHESTER COUNTY.
WESTERN CONNECTICUT.

The citizen's hand book of the United States Army; with the rudiments of military instruction used at federal training

camp, home guard drills, etc.; together with signals and codes, insignia of rank and service, etc. N. Y. [The author] c. 32 p. figs. tabs nar. O pap. 15 c.

Hammond's comprehensive atlas of the world. [New ed.] N. Y. [The author] 256+256 p. col. maps (part double) tabs. O leath. \$5

Hammond's comprehensive map of the United States; with parts of Canada and Mexico. [Pt. 1.] Showing and naming railroads; [Pt. 2] Showing main auto routes. N. Y., The author. fold. col. maps. ea. 50 c.

Hammond's frontier atlas of the world war. N. Y. [The author] [n. d.] c. no paging maps (part col.) F pap. 25 c.

Hammond's handy atlas of the world. [New ed.] N. Y. [The author] c. 130 p. col. maps (part double) tabs. O \$1

Hammond's modern atlas of the world. [New ed.] N. Y. [The author] c. 176 p. col. maps (part double) tabs F \$3

Hammond's new road map of Eastern Connecticut. Scale: 2 miles to 1 inch. N. Y., The author. fold. col. map 50 c.

Hammond's reversible map of Europe; showing boundaries, railroads, canals, cities and towns; and detailed maps of all the principal frontiers on large scale. N. Y., The author. fold. col. map 50 c.

Hammond's road map. N. Y., The author. fold. col. map ea. 25 c.

Contents: HUDSON RIVER VALLEY [Esopus to Mechanicsville].

SOUTHERN NEW JERSEY.

The United States Navy illustrated; containing a new series of photographs of all the principal war vessels. N. Y. [The author] [c. '17] 64 p. figs. tabs. obl. T pap. 25 c.

Hancock, J: Leonard. Studies in stichomythia. Chic., Univ. of Chic. [c. '17] 5+97 p. 8° 75 c.

Harrison, Earl Stanley. An intermediate Spanish reader. Bost., Ginn. [c. '17] 6+234 p. il. S 72 c.

Hawkes, Herb. Edn., and others. First course in algebra. Rev. ed. Bost., Ginn. [c. '09-'17] 9+301 p. il. pors. D \$1

Hawn, H: Gaines, comp. Platform pieces, comp. and annotated for the seventh grade. N. Y., Heath. [c. '17] 9+273 p. 12° 80 c.

Hayward, C: Brian. Automobile ignition, starting, and lighting; a comprehensive analysis of the complete electrical equipment of the modern automobile; including many wiring diagrs. and details of all the important starting-lighting systems. [Rev. ed.] Chic., Am. Tech. Soc. c. 761 p. il. pls. diagrs. 8° mor. \$2.50

Henderson, W. E. B. Behind the thicket; a novel. N. Y., Dutton. 8+352 p. D \$1.50 n. First part of the story is concerned with the social life of a small town where the Reptons had moved for the sake of their two children. From early childhood the boy Michael had shown a strange sympathy with nature which intensified as he grew older. He lived more and more in his dreams and at last succeeded in calling from the unseen world the object of his worship. At length he is found dead in the forest transfixed by an arrow of early Greek workmanship.

Herrick, Horace N., D.D., and Sweet, W. Warren. A history of the North Indiana Conference of the Methodist Episcopal Church, from its organization, in 1844, to the present. Indianapolis, W. K. Stewart Co. [44 E. Ohio St.] c. 363+12 p. il. pors. maps O \$2.50 n.

Pt. 1 includes a general survey of the growth and work of the conference. Pt. 2 gives the appointment records, and the sessions and their delegates.

Herzberg, Max J., comp. The world of books; a guide to reading for young people in which may be found volumes of many kinds both grave and gay. 2d ed. Newark, N. J., The Pivot [Central High Sch.] c. '13 40 p. O pap. 15 c.

Higginson, Mrs. Ella Rhoades. Alaska, the great country. New ed. with new matter. N. Y., Macmillan. 12+582 p. il. 8° \$2.50 n

Hill, Marion Hill [Mrs. C: R. Hill]. McAllister's grove; front. by T: Fogarty. N. Y., Appleton. c. 317 p. D \$1.40 n.

A tempting advertisement lures Annie Laurie McAllister to invest her last cent in an orange grove in Florida. She and her grandfather find the plantation nothing but a worn-out, rundown swindle. Nearby is Charles Roycroft's fine grove. He is English, Annie Laurie is not. In spite of her haughtiness toward him, when she needs a frank-minded friend he is the man. Story describes the "cracker" natives and their picturesque country, and finishes quite happily when Roycroft says "For bonnie Annie Laurie I wad lay me doon and dee."

Hoekstra, P: Thirty-seven years of Holland-American relations, 1803 to 1840; thesis presented to the faculty of the Graduate School of the University of Pennsylvania in partial fulfillment of the requirements for the degree of doctor of philosophy. Grand Rapids, Eerdmans-Sevensma Co. '16 c. '17 184 p. (5½ p. bibl.) O pap. \$1 n.

Hollingworth, Harry Levi, and Poffenberger, Alb. Thdr., jr. The sense of taste. N. Y., Moffat, Yard. c. 21+200 p. figs. tabs. O (Our senses ser.) \$1.25 n.

Presents the recent knowledge of the importance of taste in the general well-being of the organism, and traces its intimate connection with the advance of the race. Recounts also, surprising paradoxes and problems which prove "there is no accounting for tastes." Written for both the scientific and lay reader.

Holme, C., ed. Art of the British Empire overseas. N. Y., J: Lane. [n. d.] 8+144 p. il. pls. (part col.) Q (International Studio, special no.) \$3 n.; pap. \$2.50 n.

Howard, W: Lee, M.D. How to rest; food for tired nerves and weary bodies. N. Y., Clode. c. '17 12+170 p. D \$1 n.

Hygienic methods, simple rules for adults and children.

Howells, W: Dean. A modern instance; with an introduction. Bost., Houghton Mifflin. c. '81-'09 12+514 p. S (Riverside literature ser.) 75 c. n.

Hubbard, G. E. From the gulf to Ararat; an expedition through Mesopotamia and Kurdistan. N. Y., Dutton. 8+273 p. il. plas. map O \$3.50 n.

Author was secretary of the joint commission appointed, 1913, by Turkey, Persia, England and Russia to fix a permanent mountain frontier between Persia and Turkey. Describes vividly the traveling and surveying from Mt. Ararat to the head of the Persian Gulf, and the difficulties overcome in that primitive and turbulent part of the world.

Husband, Jos. The story of the Pullman car. Chic., McClurg. c. 161 p. il. pls. pors. D \$1.50

Tells how the parlor and sleeping car were invented, and developed to their present day efficiency. Brings in related railroading details.

Hutcheson, Carl Franklin. The state's scandal; a political story based upon various actual municipal and state occurrences—romance and tragedy playing vital parts. Atlanta, Ga. [The author] '16 c. 143 p. por. D \$1.25

Story tells of a young lawyer's fight against corrupt politics in Georgia.

James, Harlean. The building of cities; il. by C: K. Stevens. N. Y., Macmillan. c. 13+201 p. maps 12° (Everychild's ser.) 40 c. n.

Jessop, C: Minshall. Quartic surfaces with singular points. [N. Y., Putnam.] '16 35+197 p. 8° \$3 n.

Johnson, Owen McMahon. The humming bird. [New ed.] Bost., Little, Brown. c. '10 86 p. il. pls. D 75 c. n.

Joyce, T: Athol. Central American and West Indian archæology; being an introd. to the archæology of the states of Nicaragua, Costa Rica, Panama and the West Indies. N. Y., Putnam. '16 16+270 p. il. pls. col. front. maps O \$3.75 n.

This section, where the North and South meet, is of great interest because of its testimony to racial and cultural contacts, with their resulting influence on local arts. Volume is the connecting link between author's "Mexican archæology" and his "South American archæology."

Kellogg, J: Harvey, M.D. Plain facts. [New ed.] 4 v. Battle Creek, Mich., Good Health Pub. c. il. pls. (part col.) 12° \$6; hf. mor. \$9

Previously issued under titles: Plain facts about sexual life, and Plain facts for old and young.

Kingsley, Florence Morse [Mrs. C: R. Kingsley]. Wings and fetters. New ed. N. Y., Grosset & Dunlap. 298 p. 12° (Popular copyrights) 75 c.

Kittredge, Mabel Hyde. The home and its management; a handbook in homemaking with three hundred inexpensive cooking recipes. N. Y., Century Co. c. 385 p. D \$1.50 n.

Includes advice on inexpensive furnishing, on practical marketing, wise division of moderate incomes, and best methods in cooking. It gives 300 economical receipts. Author is President of the Association of Practical Housekeeping Centers in New York City.

Knowlton, Dan. Chauncey, and Howe, S: Burnett. Essentials in modern European history. N. Y., Longmans. c. 10+437 p. (bibls.) il. col. maps O \$1.50 special n.

Koebel, W: H: British exploits in South America; a history of British activities in exploration, military adventure, diplomacy, science, and trade, in Latin-America; il. with photographs and old prints. N. Y., Century Co. c. 10+587 p. (14 p. bibl.) pls. pors. O \$4 n.

Opens with a picturesque account of English navigators and buccaneers on the Spanish Main. Then describes the work of the English and Irish Jesuits in the Spanish colonies, the British voyages of exploration in the eighteenth century, Britain's part in the development of British Guiana, Falkland Islands and Brazil. Tells of Englishmen in the wars of independence, and the early relations of England with the new republics.

Kuprin, Alexander Ivanovich. The bracelet of garnets; and other stories; auth. tr. by Leo Pasvolosky; with an introd. by W: Lyon Phelps. N. Y., Scribner. c. 15+256 p. por D \$1.35 n.

Contents: The bracelet of garnets; The horse-thieves; The Jewess; Anathema; The Laestrygonians; An insult; The park of kings; An evening guest; A legend; Demir-Kaya; The garden of the Holy Virgin.

Lamb, Horace. Hydrodynamics. 4th ed. [N. Y., Putnam.] '16 16+708 p. (3 p. bibl.) diagrs. 8° \$6.25 n.

Lessing, Gotthold Ephraim. Nathan the Wise; a dramatic poem; tr. from the German by Patrick Maxwell; ed. with an introd., comprising a biographical sketch of the author, a critical analysis of the poem, and an account of the relations between Lessing and Moses Mendelssohn by G: Alex. Kohut. N. Y., Bloch Pub. c. 388 p. il. pls. pors. facsm. D \$1.50

Levermore, C: Herb. The American song book. Bost., Ginn. c. '17 4+219 p. O 72 c.

Lister, Clyde Carlton. Muscular movement writing: Primary book. N. Y., Macmillan. 46 p. obl. 8° 14 c. n.

Lodge, H: Cabot. War addresses, 1915-1917. Bost., Houghton Mifflin. c. 8+303 p. O \$2.50 n.

Partial contents: Force and peace; France; American rights; National defence; Armed merchantmen; Washington's policies of neutrality and national defence; The policies of the present administration; The peace note of the president; The president's plan for world peace; War with Germany.

Long, W: Jos. Outlines of English and American literature; an introduction to the chief writers of England and America, to the books they wrote, and to the times in which they lived. Bost., Ginn. [c. '17] 17+557 p. (bibls.) il. col. front. pors. D \$1.40

Lowry, T: Martin. Historical introduction to chemistry. N. Y., Macmillan. 15+581 p. il. 12° \$2.50 n.

Lynch, Rev. Denis. The story of the Acts of the Apostles; a narrative of the development of the early church. N. Y., Benziger. c. 295 p. il. pls. fold. map O \$1.75 n.

Intimate and detailed study of the development of the early church.

Lyttelton, Edith Sophy Balfour [Mrs. Alfr. Lyttelton]. Alfred Lyttelton; an account of his life; with photogravure front. and other illustrations. N. Y., Longmans. 14+431 p. pls. pors. O \$4 n.

Intimate memoir, by his wife, of the Englishman who was a famous cricketer, and Colonial Secretary under Balfour, and who numbered many well-known men among his friends.

McCabe, Jos. [formerly Very Rev. Father Anthony]. The Pope's favourite. N. Y., Dodd, Mead. 8+334 p. D \$1.50 n.

Romance of the days of the Borgia pope, Alexander VI. Tells how Giulia Farnese helped him play politics against the Orsini family to which her husband belonged, and of how when she became the pope's mistress, she was the contention between him and his son Cesare Borgia. Pictures the corruption in state and church of that time.

McCann, Alfr. Watterson. Thirty cent bread; how to escape a higher cost of living. N. Y., Doran. c. 12+83 p. D bds. 50 c. n.

Facts and figures to prove that we are threatened with bread cards and soup kitchens in a year, and suggestions for economy in use of food that will avoid such an outcome.

McConnell, Bp. Fs. J: Understanding the Scriptures. N. Y. and Cin., Meth. Bk. Concern. [c. '17] 144 p. D (Mendenhall lectures) 75 c. n.

Contents: The book of God; The book of life; The book of humanity; The book of Christ; The book of the Cross.

McDougall, Grace. A nurse at the war; nursing adventures in Belgium and France. N. Y., McBride. 6+203 p. il. pls. D \$1.25 n.
Account of the systematic care of the wounded in modern war, giving a nurse's record of service at the front in Belgium and in France.

McDowall, Stewart A. Seven doubts of a biologist. N. Y., Longmans. 64 p. D pap. 40 c. n.

How a student of evolution justified some of the fundamentals of Christianity.

McDowell, Bp. W: Fraser. Good ministers of Jesus Christ. N. Y. and Cin., Abingdon Press. [c. '17] 307 p. D (Lyman Beecher lectures on preaching) \$1.25 n.
Yale lectures on preaching, 1917.

McEntire, Ralph N. The Sunday school secretary. N. Y. and Cin., Meth. Bk. Concern. [c. '17] 152 p. fold. col. chart D \$1.25 n.
Study of the personality, work and worth of the Sunday school secretary.

MacGill, Patrick. Soldier songs. N. Y., Dutton. 120 p. D \$1 n.

McMahon, J: Rob. Success in the suburbs; how to locate, buy and build; garden and grow fruit; keep fowls and animals; with a foreword by O. S. Morgan. N. Y., Putnam. c. 18+355 p. pls. tabs. D \$2 n.
Practical book on the problems of life in the suburbs, from buying, building, or remodeling the house, to the question of water supply and the care of garden and animals. Author has himself solved the problems involved.

Magruder, Fk. Abbott. American government; with a consideration of the problems of democracy. Bost., Allyn & Bacon. c. 14+455+18 p. il. pors. maps tabs. D \$1.25

Maniates, Belle Kanaris. Amarilly of Clothes-Line Alley. N. Y., Grosset & Dunlap. 279 p. 12° (Popular copyrights) 75 c.

Manning, Ja. Hilton. Century of American savings banks. Pub. under the auspices of the Savings Banks Assn. of the State of New York in commemoration of the centenary of savings banks in America. 2 v. N. Y., B. F. Buck & Co. [156 Fifth Ave.] c. il. pls. ports. facsm. 8° \$20; ¾ mor. \$25

Marvin, Fs. Sydney, ed. Progress and history; essays. N. Y., Oxford Univ. 314 p. 8° \$3.75 n.

Mason, Mai Rightor. The girl who loved the land. Nashville, Tenn., Central Bk. Co. [c. '17] 350 p. 12° \$1.50

Meek, Seth Eug., and Hildebrand, S: F: The fishes of the fresh waters of Panama. Chic., Field Museum of Nat. Hist. '16 217-374 p. il. pls. (Zoölogical ser.) pap. \$3 n.

Mérimée, Prosper. Colomba; ed. for intensive study, by W: W. Lamb. Chic., Scott, Foresman. [c. '17] 353 p. il. map D (Lake French ser.) 96 c.

Merwin, S. The honeybee. N. Y., Grosset & Dunlap. 458 p. 12° (Popular copyrights) 75 c.

Meyerstein, E. H. W. The witches' sabbath. [N. Y., Longmans.] 63 p. D ("Adventurers all" ser.) pap. 60 c. n.

Middleton, Scudder. Streets and faces [poems]. Arlington, N. J., Little Bk. Publisher. c. 55 p. D bds. 75 c.

Mill, Hugh Rob. The realm of nature. New ed. N. Y., Scribner. 366 p. diagrs. maps 12° \$1.50 n.

Mokveld, L. The German fury in Belgium; experiences of a Netherland journalist during four months with the German Army in Belgium; tr. by C. Thieme. N. Y., Doran. [n. d.] 247 p. D \$1 n.

Author, tho a neutral, was on the German "black list" during his stay in Belgium. Says if his book is anti-German, the facts make it so.

More, Adelyne. Uncontrolled breeding; or, fecundity versus civilization; a contribution to the study of over-population as the cause of the war and the chief obstacle to the emancipation of women; with an introd. by Arnold Bennett and a preface and notes by W. J. Robinson. N. Y., Critic and Guide Co. c. 108 p. D \$1; pap. 60 c.

Advocates birth-control as a social factor of international importance.

Morris, Lloyd R. The young idea; an anthology of opinion concerning the spirit and aims of contemporary American literature. N. Y., Duffield. c. 18+213 p. D bds. \$1.25 n.

What the younger group of American writers think of the present and future temper of our literature. Their opinions are grouped as empiric (as Conrad, Aiken, James Oppenheim), romantic (as J. G. Fletcher, Amy Lowell), idealistic (as William R. Benét, Josephine Peabody), pessimistic (as De Caseres, Floyd Dell), and traditional (as J. G. Niehardt, Blanche Wagstaff).

Morse, E. Leland Clark. Spanish-American life; a reader for students of modern Spanish. Chic., Scott, Foresman. [c. '17] 369 p. il. maps D (Lake Spanish ser.) \$1.25

Morse, Lester Langford, ed. Field notes on sweet peas; also historical notes, cultural notes. Rev. and brought up to date. San Francisco, C. C. Morse & Co. [737 Front St.] [16] 220 p. il. pls. O pap. \$1.50

Moss, Maj. Ja. A., and Stewart, Maj. Merch Bradt. Our flag and its message; including the President's appeal for unity. Phil., Lipincott. [c. '17] 31 p. S 25 c. n. Includes President Wilson's appeal for unity, a short history of the flag, "America," and the "Star Spangled Banner." Sold for American Red Cross.

Mücke, Hellmuth von. The "Emden"; tr. by Helene S. White. Bost., Ritter & Co. [c. '17] 8+219 p. il. pls. pors. D \$1.25 n.; German ed. \$1.25 n.

Exploits of the daring German raider in the Indian Ocean in the early part of the war, told by her executive officer.

Myrick, Herb. Agriculture and preparedness; an address to the Congress of Constructive Patriotism held under the auspices of the National Security League, at Washington, D. C., 27 January, 1917. N. Y., O. Judd Co. c. 67 p. 12° 50 c. n.

Neilson, W. Allan. Robert Burns: how to know him. Indianapolis, Bobbs-Merrill. [c. '17] 332 p. por. D \$1.50 n.

Biography and critique of Burns with representative selections.

Nekrassov, Nicholas. Who can be happy and free in Russia?; tr. by Julie M. Soskice; with an introd. by David Soskice. N. Y., Oxford Univ. [n. d.] 21+339 p. por. S (World's classics) 45 c. n.; mor. 75 c. n.

New Westminster standard course for teacher training. [v. 1.] Thoroughly furnished. Pt. 1, 2. Phil., Westminster Press. c. 64; 59 p. (bibls.) S pap. ea. 15 c.

New York [City]. College of the City of New York. Register of the Associate Alumni of the College of the City of New York (Incorporated). N. Y., The college. [16] 240 p. 8° (subs.)

— **Public Library.** New technical books; a selected list on industrial arts and engineering added to the library, January-March, 1917. N. Y., The library. 22 p. O pap.

Scientific management; a list of references in the library; comp. by Wa. Vail Brown. N. Y., The library. 81 p. 8° pap. 25 c.

New York [State]. University. Div. of Archives and History. Ecclesiastical records, State of New York. v. 7, Index; prepared by E. T. Corwin, under the auspices of Ja. A. Holden. Albany, N. Y., The university. '16 382 p. por. O

Nicholson, D. H. S., and Lee, A. H., eds. The Oxford book of English mystical verse. N. Y., Oxford Univ. 15+644 p. 8° \$2.50 n.; India pap. \$3.50 n.

Niemi, Clemens. A Finnish grammar. Hancock, Mich. [The author, B. 361.] c. 207 p. D \$1.25

Ogg, Frederic Austin. Economic development of modern Europe. N. Y., Macmillan. c. 16+657 p. (bibls.) O \$2.50 n.

Opens with an account of those aspects of the 16th, 17th and 18th centuries related to the transition from medieval to modern economy. Then presents the economic history of Great Britain, France and Germany from the Industrial Revolution to the present day, emphasizing the non-technical subjects—agriculture and land tenure, trade expansion, the labor organization, population movements, Socialism and social insurance.

Osgood, Wilfred Hudson. Mammals of the Collins-Day South American Expedition. Chic., Field Mus. of Nat. Hist. '16 199—216 p. il. pls. 8° (Zoological ser.) pap. 50 c. n.

Parkhurst, Frederic A. Applied methods of scientific management. 2d ed. N. Y., Wiley. 12+337 p. il. 8° \$2 n.

Partridge, E. Bellamy. Sube Cane. Phil., Penn Pub. c. 356 p. il. pls. D \$1.35 n.

About a real boy "Sube" narrating his adventures, including an unexpected haircut, the ghosts in the "Presbyterian" church, the safe-and-dry swimming lessons, the borrowed Christmas tree, the "drum corpse," and the "Sale for the Sufferin' Belgians."

Pater Guilelmus, pseud. A fool's commentary of Scripture and doctrine. Bost., Shegman, French. c. 44 p. D 80 c. n.

Series of definitions of some of terms of Scripture given in jest but with earnest intention.

Patri, Angelo. A schoolmaster of the great city. N. Y., Macmillan. c. 221 p. D \$1.25 n.

Account of the author's experiences in the schools of New York City, as pupil, principal, and then as an educational leader endeavoring to make the school meet the growing and complex needs of the community.

Pearce, C: W: The art of the piano-teacher viewed from its physical, psychological and practical standpoints. N. Y., G. Schirmer. [c. '16] 20+352 p. il. music 16° \$2

Pebbles on the shore; by Alpha of the Plough. N. Y., Dutton. [n. d.] 254 p. col. front. D (Wayfarer's lib.) 50 c. n.

Peckham, Harry Houston, and Sidwell, Paul. American fiction, past and present; a guide for students and the general reader. La Fayette, Ind. [P. Sidwell] c. 36 p. T pap. 20 c.

Pidduck, F: Bernard. A treatise on electricity. [N. Y., Putnam.] '16 14+646 p. il. diagrs. 8° \$3.60 n.

Pinkerton, Kathrene G. Woodcraft for women. N. Y., Outing Pub. c. '16 174 p. D (Outing handbooks) 80 c. n.

Information for the out-of-door woman about camp clothing, tents, camp cooking, and other details of life in the open.

Pitman, Sir I: Pitman's English and shorthand dictionary; based on the original work of Sir I: Pitman; with lists of proper names, grammalogues and contractions; and an analytical introd. on the formation of shorthand outlines; the definitions by Arth. Reynolds. Centenary ed. N. Y., Pitman. [n. d.] 47+478 p. D \$2.50

Putnam, G: Rockwell. Lighthouses and lightships of the United States. Bost., Houghton Mifflin. c. 308 p. (3½ p. bibl.) il. pls. O \$2 n.

Deals with the lighthouse of the United States both historically and descriptively. Explains how the lights are operated under difficult conditions, and gives adventures of lighthouse keepers.

Putnam, Nina Wilcox, and Jacobsen, Norman. When the highbrow joined the outfit. N. Y., Duffield. [c. '17] 125 p. D \$1 n.

A Back Bay Bostonian and Harvard graduate tenderfoot arrives in Wyoming to take charge of a sheep ranging "Outfit." The rangers start in to guy Orlando Delancy Winthrop, but in the end they have to acknowledge that he has grit. The pretty school teacher of the settlement furnishes the romance.

Quiller-Couch, Sir Arth. T: ["Q," pseud.] Notes on Shakespeare's workmanship. N. Y., Holt. c. 10+330 p. O \$2 n.

Papers were originally given as lectures at University of Cambridge. "Seek to discover, in some of Shakespeare's plays, just what he was trying to do as a playwright." This informal point of view, as the author calls it, is applied to Macbeth, A midsummer-night's dream, The merchant of Venice, As you like it, Hamlet, Cymbeline, The winter's tale, The tempest.

Raine, W: MacLeod. The Yukon trail; a tale of the North; with il. by G: Ellis Wolfe. Bost., Houghton Mifflin. c. 7+322 p. pls. D \$1.35 n.

Story of two strong men in the wilds, neither of whom is the villain: MacDonald is a successful miner, fearless in handling affairs, Elliott is a hero of the football field and an honest, able business man. These two men, differing in every viewpoint, clash in business and in love. The business in question is coal

claims; the girl is Sheba O'Neill, new to that country. She, original and charming, brings out the worth of each suitor. In the ensuing struggle, Fate and Romance see the best man win.

Rankin, T: Ernest. The method and practice of exposition; a text-book for advanced students in colleges and universities. N. Y., Macmillan. c. 278 p. chart D \$1.40 n.

Raskin, Philip M. Songs of a wanderer. Phil., Jewish Publication Soc. of Am. c. 234 p. S \$1

Rastall, Rob. Heron. Agricultural geology. [N. Y., Putnam.] '16 9+331 p. il. 8° (Cambridge geological ser.) \$3.25 n.

Raven, Rev. C: E. What think ye of Christ?; being lectures on the Incarnation and its interpretation in terms of modern thought. N. Y., Macmillan. 30+250 p. 12° \$1.75 n.

Reeves, Fs. Brewster. Russia then and now, 1892-1917; my mission to Russia during the famine of 1891-1892; with data bearing upon Russia of to-day; with 34 illustrations. N. Y., Putnam. c. 13+186 p. pls. pors. O \$1.50 n.

Contrasts and compares the Russia of 1892 with the country as it is to-day. As a commissioner of the Philadelphia Relief Committee supervising the cargo sent to famine victims in 1892, author obtained an insight into the country.

Robinson, W: Josephus, M.D. Eugenics, marriage and birth control [practical eugenics]. N. Y., Critic and Guide Co. c. 208 p. D \$1 n.

Non-theoretical discussions of how to improve the human stock.

Roe, Mary Cheseldine. Polly to Peggy. Cin., Stewart & Kidd. c. 58 p. 12° 50 c.

Rosenbaum, S: The rule-making authority in the English Supreme Court; with an introductory preface by T. Willes Chitty. Bost., Bost. Bk. Co. c. 14+321 p. 8° (Univ. of Pa. law school ser.) \$3.50

Ross, G: E: Cost keeping and construction accounting; adapted to any work consisting of numerous items, departments or divisions on which detailed unit costs are desired. [Salem, Ore., The author.] c. 14+59 p. por. forms nar. D \$1.25; pap. \$1

Ruhl, Arth. Brown. White nights; and other Russian impressions; with il. from photographs. N. Y., Scribner. c. 248 p. pls. pors. O \$2 n.

Picture of contemporary Russia giving impressions of Moscow, Petrograd, Kiev, the Duma, and of Russian ways of thinking and living.

Russell, E. S. Form and function; a contribution to the history of animal morphology. N. Y., Dutton. 9+383 p. il. figs. O \$4 n.

St. Paul, Mother. Sponsa Christi; meditations for religious; preface by Jos. Rickaby. N. Y., Longmans. 15+112 p. D 90 c. n. Book of devotions for nuns.

Salem, Mass. Vital records of Salem, Massachusetts, to the end of the year 1849. Salem, Mass., Essex Inst. '16 8° \$5.50

Sanborn, Franklin B: The life of Henry David Thoreau; including many essays hitherto unpublished and some account of his family and friends. Bost., Houghton Mifflin. c. 19+541 p. il. pls. pors. O \$4 n.

A final and definitive biography by the last surviving member of the Concord group. In addition to much unpublished material about Thoreau's ancestry and literary development, volume contains his college essays and Minnesota notebook, hitherto only privately printed.

Sarkár, Benay Kumár, and Rakshit, Hemendra K. The folk-element in Hindu culture; a contribution to socio-religious studies in Hindu folk institutions. N. Y., Longmans. 20+312 p. O \$5 n.

Complementary volume to author's "Positive background of Hindu sociology." Study of the relations between the Shaiva-cum-Shakta cult and Buddhism, both descriptive and historical, among the Bengali-speaking people of Eastern India.

Satow, Sir Ernest Mason. A guide to diplomatic practice. 2 v. N. Y., Longmans. 22+407; 9+405 p. O (Contributions to international law and diplomacy) \$9 n.

Discussion of diplomatic privileges and practices, classification of diplomatic agents, position of sovereigns and of property owned by them in foreign countries, framework of treaties and conventions, ratifications and allied subjects. Index.

Sawyer, Ruth [Mrs. Alb. C. Durand]. The primrose ring. N. Y., Grosset & Dunlap. 12° (Popular copyrights) 75 c.

Scott, Emma Look. How the flag became Old Glory. N. Y., Macmillan. 9+173 p. 12° 60 c. n.

Scott, Harvey W. Religion, theology and morals; selected editorial articles and public lectures; comp. by Leslie M. Scott. 2 v. Cambridge, Mass., Riverside Press. c. pors. 8° \$5

Seeger, Alan. Letters and diary. N. Y., Scribner. c. 11+218 p. por. D \$1.25 n.

Express the war emotions and the experiences of the young American poet who fell fighting for France in the Foreign Legion.

Selden, C: Alb. Everyman's garden in war time. [New ed.] N. Y., Dodd, Mead. c. '13-'17 14+338 p. D \$1.35 n.

Published in 1913 under title: Everyman's garden every week.

Selden, G: C: Investing for profit. [2d ed.] N. Y. [Mag. of Wall St.] [c. '17] 173 p. S \$1 n.

The machinery of Wall Street; why it exists, how it works and what it accomplishes. N. Y., Mag. of Wall St. [c. '17] 176 p. S \$1 n.

Seneca, Lucius Annæus. Seneca's tragedies; with an English tr. by Fk. Justus Miller. v. 1, Hercules Furens; Troades; Medea; Hippolytus; Oedipus; v. 2, Agamemnon; Thyestes; Hercules Oetaeus; Phoenissae; Octavia. N. Y., Putnam. 16+569; 5+541 p. (4 p. bibl.) S (Loeb classical lib.) ea. \$1.50 n.

Smith, Alex. Experimental inorganic chemistry. 5th ed. N. Y., Century Co. 7+171 p. il. 12° \$1

Space, Victor Applegate, and Talmage, Fk. Mathias, comps. Andover songs and cheers; being the 2d ed. of "Andover songs." Andover, Mass. [The compilers] '16 c. 56 p. por. O 75 c. n.

Speer, Rob. Elliott. The unity of the Americas; a discussion of the political, commercial, educational, and religious relation-

ships of Anglo-America and Latin America. N. Y. [Miss. Educ. Movement of U. S. and Canada] '16 115 p. S 50 c. n.

Information which aims to increase cordiality between the English-speaking and Latin-American nations.

Sprunt, Ja. Chronicles of the Cape Fear River, 1660-1916. 2d ed. [Wash., D. C., R. P. Chiles, 142 A St. N. E.] '16 11+732 p. fold. plans maps (part fold.) 8° \$4

Sternberg, C: Hazelius. Hunting dinosaurs in the bad lands of the Red Deer River, Alberta, Canada; a sequel to The life of a fossil hunter. Lawrence, Kan. [The author] c. 13+232 p. il. pls. O \$2

Interesting account of work done by the author and his three sons for the Canadian Geological Survey. Original photographs show finding of the fossils and mounting them for museums.

Stevens, Wa. Barlow, ed. A reporter's Lincoln. St. Louis, Mo. Hist. Soc. '16 80 p. 8° (members only)

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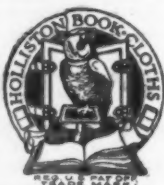
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- James Adair, 626 Hennepin Ave., Minneapolis, Minn.
A Dweller on Two Planets.
The Murder of Kathryn Ging.
- Adelbert College Library, Cleveland, Ohio.
 Clark, Labor Movement in Australasia.
 Ford, Check-list of American magazines printed in the 18th century.
 Studies in Philosophy and Psychology dedicated to C. E. Garman.
- Allen Book & Ptg. Co., 454 Fulton St., Troy, N. Y.
Under a Lucky Star, C. A. Walker, Dillingham.
Passionate Hearts, Ethna Carbery.
Curiosities of Literature, Disraeli, Murray, 3 vols.
- Allsopp & Chapple Book Store, Little Rock, Ark.
Eddy's Science and Health.
Audubon's Birds.
Audubon's Quadrupeds.
Schoolcraft's Indians.
Catalogues of Out-of-print Books.
- American Baptist Publication Society, 125 North Wabash Ave., Chicago.
Life of P. P. Bliss.
- W. H. Anderson Co., 524 Main St., Cincinnati, O.
Am. Judicature Soc. Bulletins, Nos. 2 and 3.
 Arundell, Tradition, Mythology and Law of Nations.
 Barnes, Supreme Court of U. S.
 Birnie, The Homicide.
 Blackerby, Justice of Peace, 2 pts., 1734.
 Cases rel. to Manumission, Bloomfield.
 Bott & Pratt, Law rel. to Poor, 6th ed. and Supplement.
 Brooke, Tragedies on the Land.
 Chitty, Bills of Exchange, 2 vols., 1834.
 Clevenger & Keasby, Courts of New Jersey, 2 vols.
 Cooke, New Orleans in Chancery, 2d ed.
 Ely, Property in Contract.
 Glover, Law of Municipal Corporations.
 Goodenow, Hist. Sketches of Am. Jurisp.
 Gregory, Public Opinion, 1856.
 Heard, Shakespeare as a Lawyer.
 Hemy, Curious Crimes.
 Henry, Some Records of Crime, 2 vols.
 Hood-Barr, Married Women's Debts.
 Decisions, Commr. Int. Rev., vols. 13 and 14, Wash., 1910-11.
 Jones & Reno, Bar of New England, 2 vols.
 Marshall, Marine Insurance, 5th ed., London, 1865.
 Monaghan, Penna. Unreported Cases, 2 vols.
 Palmer, Bench and Bar of Ills., 2 vols.
 Paterson, Abridgement of Cases on Poor Law.
 Phelps, Falstaff and Equity.
 Phillipps, Election Cases, 1782.
 Prater, Cases on Conflict of Laws, 1885.
 Splinters; or a Grist of Giggles.
 Twelve True Tales of the Law, "Copia Fandi."
 Warren, The Lawyer Detective.
 Weinschenk, Endowment Life Inst. Policies.
 Law Quarterly Review, vols. 20, 21 and 22; quote prices.
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 Popular and Critical Bible Encyclopedia and Scriptural Dictionary; state binding, date of imprint and condition.
- Antique Book Store, Toledo, O.
Biblical Illustrator, 60 vols.
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 Barber, Edwin Atlee, any.
 Earle, Alice Morse, any.
 R. T. Haines Halsey, any.
 Moore, N. Hudson, any.
 Silver, Glass Furniture, any.
- "Back Number" Wilkins, 24 Cherry St., Danvers, Mass.
National Geographic Magazine, 2000 copies. Report on what you have for sale.

- Frederic S. Bailey, University Block, Syracuse, N. Y.
Manual Auxiliary Education, the Training of Backward Children.
 Clark's History of Onondaga County.
 Campbell, Sermons for Individuals.
 Set Children's Hour, Tappan, cloth.
- William M. Bains, 1215 Market St., Philadelphia, Pa.
 Traubels, Whitman, 10 vols.
 Driant, Sunken Submarine, Little.
 Oppenheim, New Tenant.
 Martinengo, Place Animals Human Thought.
 McIntyre, Ashton Kirk: Secret Agent.
 Spencer, Factors Organic Evolution.
 Motti, Elementary Italian Grammar.
 Moore, Bending of the Bough.
 Going, With the Trees.
 Green, Millionaire Baby, 5 copies.
 O'Rell, John Bull & Co.
 Vivian and Williams, Way of Red Cross.
 Sappho, Memoir Text, trans. Wharton, Lane.
 Hines and Ward, Service of Coast Artillery.
 Roscoe and Harden, New View Origin Dalton's Atomic Theory.
 Dunant, Origin of Red Cross, trans. Wright.
 London, Kempton-Wace Letters, Macmillan, 4 copies.
 Wilde, Three Times Tried.
 Peters, Pioneer Life and Frontier Adventures.
 Dietz, Soldier's First Aid Handbook, Wiley.
 Leavitt, Auto-suggestion, Magnum-bonum Co.
 Cramer, Divine Science and Healing.
 Davies, Preparation and Mounting Microscopic Objects.
 Le Gallienne, Prose Fancies, Putnam.
 Marshall's Life of Washington, 5 vols., Wayne.
 Armstrong's Life of Anthony Wayne, Hilliard.
 Chresander's Life of Handel.
 Falconer's Cecilia de Noel, Macmillan.
 Connor, Conversation Book in English and Spanish.
 Edwards, Constipation.
 Edwards, Life Sir Walter Raleigh.
 Fletcher, Warships and Their Story.
 Gracian, Art Worldly Wisdom.
 Hale, South America.
 Herbert, Application of Psychology to Science Education.
 Lang, Customs and Myths.
 Mengs, Art Pastel Painting.
 Tighe, Psyche and Other Poems.
- H. Carey Baird & Co., 810 Walnut St., Philadelphia.
 Brinton, Daniel G., Arawack Language of Guiana, Philadelphia, 1871.
 Brant's Distillation, 1904.
- G. A. Baker & Co., 10 E. 39th St., New York.
 Parkman, Pioneers of France, 1865.
 Parkman, Struggle for a Continent, 1902.
 Parkman, Life of, by Farnham, 1900.
 Butler, Wm. Allen, Poems, Boston, 1871.
 Irving, Salamagundi, vol. 1, 1807.
- Baptist Book Concern, 650 S. 4th St., Louisville, Ky.
 The Last Galley, A. Conan Doyle.
 A Little Sister of Destiny, Burges.
 Expositor's Greek New Testament, Sir W. Robertson.
 Shakespeare, Set.
- C. H. Barr, Lancaster, Pa.
 Rogers, W. B., Life and Letters, Rogers & Sedgwick.
- N. J. Bartlett & Co., 28 Cornhill, Boston, Mass.
 Pater's Appreciations, Eversley ed.
 Fletcher & Fletcher's History of Architecture.
 Lowrie's Manual of the Early Church.
 Uncle Remus' Songs and Sayings, early copy with Frost illus.
- A. A. Beauchamp, 603 Boylston St., Boston.
 The Friendship of Women, W. R. Alger.
 Armageddon: or U. S. in Prophecy, Baldwin.
 Our Inheritance in Great Pyramid.
 Milman, Early Christianity.
 Science and Health, 1875 or 1881.
- Frank Bender, 84 4th Av., New York.
 Dr. Francis Hueffer, Correspondence of Wagner and Liszt from 1841 to 1861.
 Handbook of Biblical Difficulties.
 Christian Science, with Concordance, 1899.
 Jewish Encyclopedia.

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T. I. Biddle, Ann Arbor, Mich.

Wigmore's Evidence, 5 vols.
 Elliott's Work of the Advocate.
 Mechem's Outline of Agency.
 Tiffany's Real Property, single vol. ed.
 Pomeroy's Eq. Juris., Students' ed.

Arthur F. Bird, 22 Bedford St., Strand, London, Eng.
 Tryon, Manual of Conchology, Colored ed., current series, first 21 vols.

Clark Boardman Co., Ltd., 6 Church St., New York.
 Tucker on the Constitution, vol. 1.
Federal Reporter, vols. 189, 190, 211 to 215.
 U. S. Reports, Law ed., books 15, 16, 17, 42 to 52, any.
 Webster & Skinner's New York Laws, vol. 6.

The Bobbs-Merrill Co., 185 Madison Av., New York.
 The Mascot of Sweet Briar Gulch, Henry Wallace Phillips.
 With Hoops of Steel, Florence F. Kelly.

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Book Supply Co., 231-233 W. Monroe St., Chicago.
 O. Henry's Works, 12 vols., cloth.

Bosler Memorial Library, Carlisle, Pa.

Jervis, Lady, Gleanings (poems).
 Hudson, Shakespeare's Life, Art and Characters, vol. 1 only.
 A. L. A. Index to General Literature.
 King's Mountain and Its Heroes.

Boston Book Co., 83 Francis St., Boston, Mass.

House Beautiful, Jan., 1907; June, 1910; Mar., Apr., May, 1917.

Charles L. Bowman & Co., 225 5th Av., New York.
 Ridpath's History of the U. S.
 Dream Child, Huntley.

Brentano's, Fifth Ave. and 27th St., New York.

Books on Shorthand, 17th century and prior to 1837, especially by Willis, Cartwright, Rich, Mason, Bridges and Shelton.
 Comstock Genealogy, 1907.
 Brewster Genealogy.
 Barker's Ireland for the Last 50 Years.
 Life and Life Work of Samuel Phelps, by Wm. M. Phelps and John Forber Robertson, 1886.
 Songs of Belitis.
 For the White Christ, Bennett.
 Fox's Journal.
 Patterson's Milton.
 Beth Hazlitt's Conversation with James Northcote.
 Duffy, Conversations with Carlyle.
 Blais, Notes on Dancing, 1847.
 Hern, Autobiography.
 Comstock Genealogy, N. Y., 1907.
 Water's Italian Sculptors.
 Burlington Fine Arts Club.
 Italian Sculptors of the Renaissance, London, 1913.
 Rushforth Crevelli, London, 1904.
 Fortnum Bronzes of European Origin in the South Kensington Museum, London, 1876.
 Freeman, L. J., Italian Sculpture of the Renaissance, N. Y., 1901.
 Litchfield, F., Illustrated History of Furniture, London, 1907.
 Dilke, Lady, French Architects and Sculptors of the 19th Century, 1900.
 Grammar of Ornament, Owen Jones.
 Bally Ho Bey, W. Gunter.
 Susan Turnbull, W. Gunter.
 Black Princess, Gunter.
 Textbook of Constitutional Law, E. G. Davis.
 Caesar's Column, Donnelly.
 Nixon's Adjutants' Manual.
 The Mixing, Bouck White.
 Gates of Silence, Robert Loveman.

Brentano's—Continued.

Great Work, pub. Indo Amer. Bk. Co.
 A Detached Pirate, Milecete.
 Social Register, N. Y., 1917.
 A Shilling's Worth for Tenpence, Rubicain.
 Democracy and Reaction, Hobhouse.
 Rex Kingdon, On Storm Island.
 The Nowlins, Banin.
 Ariadne, Ouida.
 The Peoples' Universal Handbook, comp. Wm. R. Balch, 1883.
 While the Heart Beats Young, Riley.
 Sherard's Life of Oscar Wilde.
 Handbook of Climatology, trans. Robt. D. Ward.
 The U. S. Navy Regulations with Supplements.
 Philosophy of Government, Walthew.
 J. S. Mill, Logic, 2 vols.
 M. Wilson's Seminoles of Florida, 1st ed.
 Flames, Hichens.
 Egypt and Its Betrayal, Farman.
 How to Forecast Business and Investment Conditions, F. Crowell.
 Peter the Great, Waliszewski.
 Indian Dust, Rothfield.
 Architecture of Renaissance in Italy, Anderson.
 Venice in 18th Century, trans. from French.
 Ian McLaren's Life of the Master.
 Seven Steps to Honor.
 Sappho, Bliss Carman.
 Human Sexuality, Parke.
 Philosophy of the Unconscious, Hartman, 3 vols.
 Drawings of Michael Angelo, E. B. Johnson.
 Leonardo da Vinci, C. L. Hind.
 James Foden, Mechanical Tables.
 Panchadasi, N. Dhole.
 Jose, by Valdez, English trans.
 With the German Armies in the West, Iven Heden.
 Deciple, Bourget.
 A Book of Secrets, Dresser.
 House Antiques and Curios, Grace Vallois.
 Long Night, Weyman.
 Deep Sea Voyage, Stevenson.
 Amer. Merchant Ships and Sailors, Abbot.
 Personal Reminiscences, R. B. Forbes.
 China Trade, R. B. Forbes.
 Dillon, England and Germany.
 Chinese Pictorial Art, Giles.
 Phrases and Names: Their Origins and Meanings, T. H. Johnson.
 Treaty of Washington Alabama Claims.
 Anatomy and Physiology for Nurses, Pope & Maxwell.
 Easiest Way, Eugene Walter.
 Twelve Years in a Monastery, McCabe.
 Whitman's The Original Mother Goose.
 Handbook of Light Artillery, A. B. Dyer.
 Fair Americans, H. Fisher.
 Reynold's Faust and the Devil.
 Karma, Besant.
 Initiation and Its Mysteries.
 Death: Its Causes and Phenomena, Carrington.
 Miracle and Modern Spiritualism, A. R. Wallace.
 Footprints in the Boundary of the World, D. Owen.
 Complete Letters of Geo. Sand.
 Tolstoi as Man and Artist, Merejowski.
 Heavenly Twins, Sarah Grand.
 Keef, Coakley.
 Meditation and Prayer, Fenelon.
 Mental Mechanisms, White.
 The Bells, E. A. Poe, illus. E. Dulac.
 Little Lord Fauntleroy, Burnett, Chas. Scribner ed., illus., 1st ed., 1890.
 Tender Buttons, G. Stein.
 Girls, H. Hutt.
 Japanese Color Prints, Slater.
 Shears of Destiny, Leroy Scott.
 Rig Veda, in English, complete.
 Cheiro's Study of Destiny.
 March of the White Guard, Parker.
 Captain Dieppe, A. Hope.
 Mystery of Yellow Room, Leroux.
 The Brick Row Print & Book Shop, Inc., 104 High St., New Haven, Ct.
 Roman Missal, Latin.
 White, Camp and Trail, Stuart ed.
 Albert Britnell, 263 Yonge St., Toronto, Can. [Cash.]
 Sermons and Lectures of Rev. R. T. Nabors, M. E. South Pub. Co.
 Speeches and Public Letters of Hon. Joseph Howe, 2 vols., Boston, 1858.

BOOKS WANTED—Continued

Albert Britnell—Continued.

Cornell's Health and Medical Inspection of School Children.
Allen's Evolution of Idea of God.

Brookline Public Library, Brookline, Mass.

Crawford, M. C., Romance of Old New England Roost-trees, Page.

Edmund D. Brooks, 89 Tenth St., South, Minneapolis, Minn.

Illustrated London News, Sept. 12, 1914; Sept. 19, 1914; May 27, 1916.

London Graphic, May 20, 1916; May 27, 1916; Nov. 18, 1916.

Brown, Thomson & Co., Hartford, Ct.

Suburban Whirl, Mary S. Cutting, cloth.
More Stories Married Life, Cutting.

Foster Brown Co., Ltd., 472 St. Catherine St., W., Montreal, Can.

Iolaus, Edward Carpenter.

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The Republic of Costa Rica, Calvo.

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The Solution of the Child Labor Problem, Nearing.

Story of John Adams, a New England Schoolmaster, Brown.

English Children in the Olden Time, Godfrey, 2d ed.

My Water Cure, Knipe.

Making of a Churchman, E. V. Shayler.

Noted Women of Europe and America, Parton.

Finland and the Finns, Reade.

Real History of the Rosicrucians, A. E. Waite.

Inter-American Acquaintances, Chandler.

The Near East from Within, 13 photogravures.

Blakeslee, Latin America, Clark University Addresses

John Byrne & Co., Washington, D. C. [Cash.]

English Reports:

Atkins, 3 vols.

Vesey, Jr., 2 vols.

Ambler, 2 vols.

Swanson, 3 vols.

Strouse, I. C. C., 5 vols., or any.

Pollard, Patent Digest, 1912.

Hurd's Ill. Statutes, 1916.

Callender, McAuslan & Troup Co., Providence, R. I.

Thompson, The Proofs of Life After Death.

Wells, Tono Bungay, 60 c. ed.

Wells, History of Mr. Polly, 60 c. ed.

William J. Campbell, 1623 Chestnut St., Philadelphia.

Abell, Recollections of Napoleon at St. Helena.

Bowes, Japanese Marks and Signs.

Brown, Highland Clans.

Campbell Clan, History of.

Darlington, Dr. William, Lithograph by Newsam.

Dracopoli, Through Jubaland to the Lorian Swamp.

Gregory, Foundations of British East Africa.

Etting, Independence Hall.

Gregory, Great Rift Valley.

Gress, Art and Practice of Typography.

Joly, Legends of Japanese Art.

Stuart, Highland Clans.

Vitamus, Architecture.

Campion & Co., 1316 Walnut St., Philadelphia.

Mr. Sponge's Sporting Tour.

House of Many Mirrors, Hunt.

Moliere, Introd. by Brander Mathews, 2 vols., Putnam.

First Men in the Moon, Wells.

Wister's Virginian, illus. by photos. from play.

Books by Capt. T. Jenkins Hains.

Old Tavern Signs.

Charles Hallock, Any Books by.

Cannell Smith Chaffin Co., 720 W. 7th St., Los Angeles, Cal.

Bret Harte, set of Autograph ed., in boards.

A Perfect Tribute, Mary Shipman Andrews, 1st ed.

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Carnegie Free Library, Duquesne, Pa.

Draper, History of Warfare Between Religion and Science, reported o. p.

Jewett, A Country Doctor, reported o. p.

C. N. Caspar Co., 454 East Water, Milwaukee, Wis.

Moore's Almanac, 1880, 1881.

Greenwood, Poetry and Mystery of the Sea.

Worcester Second Reader.

New York Reader No. 2.

Grigg & Elliott's Readers, any.

DeWitt's Dime Novels, Nos. 1, 9, 13, 33, 34, 35.

Central Book Co., 93 Nassau St., New York.

History of Connecticut, Arthur & Carpenter.

Any pamphlets or histories of the Indian Uncas or the Mohegans.

Compiled Laws of Conn., 1715.

Any histories of Connecticut.

Chamberlin & Shropshire, 39 Cannon St., Bridgeport, Ct.

Bartholomew's Citizens' Atlas of the World, Scribner.

Arnold's Stained Glass in the Middle Ages in England and France.

Allen & Moore's Text Book of Practical Physics.

Campbell's Thursday Mornings at the City Temple.

Horn's Origin of Art, Macmillan.

Marryat's Mr. Midshipman Easy.

German Cookery for the American Home, Oswald.

Joint Owners in Spain, Brown.

A Woman in the Balkans, Gordon.

Geo. M. Chandler, 75 E. Van Buren St., Chicago.

Tom Sawyer, 1st ed., 1876.

Strange, Japanese Illustrations.

Ingalls, Journal of a Trip to California, Waukegan,

1852.

Geikie, Great Ice Age, 1894 ed.

Burton, Anatomy of Melancholy, 2 vols., 1837.

Frederic, Harold, In the Valley, illus. Howard Pyle,

1890.

Cope, Introduction to Aristotle's Rhetoric, 1 vol., 1867.

Huntley, Florence ("T. K."), The Great Work.

Mark Twain, Innocents Abroad, 1st ed.

De Foe, Works, 20 vols., 1840.

Burns, Henley ed., 4 vols., Edinburgh, 1896.

Spenser's Works, ed. Gossart, 1882.

Leonardi Da Vinci, Humanist Library.

Rousseau, Confessions, 4 vols., Gebbie.

Richardson, Pamela, old ed., 4 or 5 vols.

Bunyan, Works, 3 vols., Glasgow, 1853.

Bacon's Works, Speddings, 2d ed., 7 vols., 1870.

London, Jack, Kempton-Wace Letters, Macmillan.

Ency. Britannica, 29 vols., Cambridge ed., cloth or sheep.

Church Literature Press, 2 Bible House, New York.

Witthaus' Essentials of Chemistry, Scott ed.

Lectures on First Prayer Book of Edward VI,

Morgan Dix.

Prayers from the Poets, Headlam.

Scott's State Board Anatomy, pub. Lea & Febiger.

Scott's State Board Chemistry, pub. Lea & Febiger.

The Fallacies of Socialism, David Jayne Hill.

The Rectory of Moreland: or My Duty, pub. Tilton,

of Boston.

City Library Association, Springfield, Mass.

New International Encyclopedia, 23 vols., Dodd, Mead,

recent ed.

Davenport, B. R., Best Fifty Books of the Greatest

Authors, Condensed for Busy People, 19th Cent.

Bk. Concern, 1891.

R. F. Clapp, Jr., 70 N. Pearl St., Albany, N. Y.

Cruise in Japanese Waters, Osborn.

A. S. Clark, 218 Washington St., Peekskill, N. Y.

Hist. Teachers' Mag., June, 1913; Jan., 1915.

Bancroft's Hist. of U. S., vol. 10.

Deep Down.

The Arthur H. Clark Co., Caxton Bldg., Cleveland, O.

Froude, Remains, vols. 1 to 4.

Penn. German Soc., set or vols.

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Penn. Univ. Law Review, vol. 45; vol. 52, no. 1.
 Plummer, Directory of Richmond, Ind.
 Poole, Annals of Yarmouth in Revolution.
 Portland Vice Commission Report.
 Prescott Family in America.
Princeton Review, 1885.
 Purington Family, Sinnett.
Psychological Review, vols. 1 to 12.
 Hoffman, Calif., Nevada and Mexico.
 Chestnut, Diary from Dixie.
 Hildreth, Japan as It Was and Is, 2 vols., Chicago, 1906.
 Bartram, Observations, Rochester, 1895.
Amer. J. of Science and Arts, vols. 12-16, 22, 50, 72, 75.
 Granger, War Record of 122d Ohio Inf., 1912.
 De Witt, Assassination of Lincoln.
 Weaver, Lives and Graves of Our Presidents.
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 McGuffey's Eclectic Readers, nos. 1, 2, 3, 4, old original ed.

Colesworthy's Book Store, 66 Cornhill, Boston, Mass.

Norrie's Navigator.
 Terminations, Henry James.
 Art of Thomas Hardy, Lionel Johnson.
 Bible Astrology, Karl Anderson.
 Harmonia, pub. Chicago about 1890.
 Graham Wallas, Anything.

The College Book Store, Springfield, O.

Pulpit Commentary on Joshua, Judges, Jeremiah, Kings and Daniel.
 Clark's Commentary on Whole Bible.

Columbia University Press Bookstore, 2960 Broadway, New York.

Woodberry, The Torch.
 Roozeboom, Die heterogenen Gleichgewichte vom Standpunkt der Phasenlehre, vols. 1, 2, Vieweg.

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Genealogy of the Peabody Family.
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Conder's Book Store, 114 E. 59th St., New York.

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The Guinness Murder Trial.
 Creecy, Grandfather's Tales.
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 Foundation Stones of Success, 10 vols., Howard Severeance Co.

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I. C. S., On Gardening.
Book of Knowledge, 23 vols.
O. Henry's Works, 12 vols.
Weston's Life of Marshal Ney (?).

Cossitt Library, Memphis, Tenn.

Mayes, Ribs of the Law.

S. Cottlow, 1688 3d Av., New York.

Nature in Ornament, Day, first part.

Cox Book Co., 47 W. 125th St., New York.

Maeterlinck's Essay, odd vols., ¼ green binding.
Dodd, Mead.
Frank Warrington, Mrs. Lewis.

T. O. Cramer Book & Stationery Co., 1331 Grand Av., Kansas City, Mo.

Book Prices Current, 1904 to date.
Missouri Statutes, vol. 2, 1825, or set.
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Kansas Historical Collections.
Mackey's History Freemasonry, vol. 7.

Crist Book Shop, 411 Cedar St., St. Paul, Minn.

Nature of Man, Metchnikoff.
Collecting by Letter, E. A. Shryer, 2 vols.
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Principles of Sociology, Herbert Spencer.

H. S. Crocker Co., 565 Market St., San Francisco.

Kendall, Twelve Figure Code.

Crotty Bros., 206 N. Washington Av., Lansing, Mich.

Hollinsheds and Hali, Chronicles of England.
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Jeremiah F. Cullen, 15 S. 9th St., Philadelphia.

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Die Bastie im Menschen, A. Zola, vol. 17, pub. G. Grimm, in Budapest.
Bailey's Agriculture.
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I. C. S., On Chicken Farming.

The Cut Rate Book Co., 21 E. 3d St., Cincinnati, O.

Railway Age Gazette, vols. 1-8, 10, 12, 16, 56.
Traffic World, vols. 1, 2.

Davis' Bookstore, 47 Vesey St., New York.

Disraeli's Works, vol. 10 only, St. Dunstons binding.
O. Henry, Review of Reviews ed., half mor., Whirligigs.

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Ingersoll, Set, Dresden ed.
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Darwin's Origin of Species, etc., lot.

DeWitt & Snelling, 1609 Telegraph Av., Oakland, Cal.

Donnelly's Caesar's Column.
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Fornander's Polynesian Race, complete, or odd vols.
Andrew's Hawaiian Grammar.

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Terror of Blue Lake Gap, Conan Doyle.
Mohammed and Islam, Seelye, Yale Press.

Flatbush Book Shoppe, 73 Flatbush Av., Brooklyn, N. Y.

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W. Y. Foote Co., University Blk., Syracuse, N. Y.
Betsey Babbitt, Samantha Allen.
Plain Points on Personal Purity.
Brewer's Handbook of Phrase and Fable.
Whedon's Commentary, full set.
Hasting's Bible Dictionary.
Jamison, Faussett and Brown's Commentary on the Bible.
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Autographs of Ericson.

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Lecky's History of Ireland, new set.

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Chickens Come Home to Roost.

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Pierson, Life John A. Andrew, 2 vols.
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Schoolcraft, Indian in His Wigwam, 1848.
Somerset Club, Club Books Before 1872.
Strabo, Geography, Bohn Library, old ed.
Tuckerman, Book of Artists.
Genealogies: Durham, Hartford, 1869; Hawkins memoranda concerning, 1913; Todd, 1867.

BOOKS WANTED—Continued

Edwin S. Gorham, 11 W. 45th St., New York.
Mother of All Churches.

John W. Graham & Co., Spokane, Wash.
Hieseman, How to Attract and Protect the Wild Birds.

Hall's Book Shop, 384-390 Boylston St., Boston, Mass.
Pierce, Science of Salesmanship.
Brandeis, Business a Profession.
Coody, Robt., The Soil.
Stacpoole, The Blue Lagoon.
The Kreutzer Sonata, in French, Tolstoi.

Hampshire Bookshop, Inc., 2 Bedford Terrace,
Northampton, Mass.

Latham, English Homes, vols. on Interior Decoration only.

Maynard, Catalog of Arundel Prints.

Lawrence, D. H., Sons and Lovers.

Standt, Dr. K. G., Beitrag zur Geometrie der Sage, 3 vols.

Towne, Third Reader.

Towne, Fourth Reader.

White, F. W., Food Values in Household Measures, 1911.

Harper & Brothers, Franklin Sq., New York.
Studies of the Gods in Greece, L. Dyer.

W. E. C. Harrison & Sons, 214 E. Baltimore St.,
Baltimore, Md.

Development and Practice of English Water-Color,
Walter S. Sparrow.
Pastels, by the same author.

The Harrison Company, Atlanta, Ga.
Winthrop's Military Law, 2 vols., 1896.

Harvard Co-Operative Soc., Inc., Harvard Square,
Cambridge, Mass.

Yale Review, August, 1899.

Mackenzie, Castles of England, 2 vols.

Mason, The Orchestra Instruments and What They Do.

Robinson, Hunting Without a Gun, and Other Papers,
Forest and Stream, 1905.

Robinson, Sam Lovel's Camps, Forest and Stream.

Paston Letters, ed. by J. Gairdner, Macmillan, 4 vols.

Hendee's Book Shop, Dubuque, Ia.

Annual Report National Museum, 1897, pt. 1, 3 copies.

Archibald Henderson, Chapel Hill, N. C.

Arthur Schnitzler als Psycholog, Th. Reik.

Frau Beate's Sohn, Arthur Schnitzler.

The Norman W. Henley Publishing Co., 6 W. 45th
St., New York.

Frankel on Starch, Glucose and Textrine.

Robert Hentschel, 422 Boston Block, Seattle, Wash.

Haldane, MacFall, History of Painting.

Thompson's Gardener's Assistant, new, 10 sets.

Schaefer, Paper Garden.

Lueger's Lexicon of Technologie.

Ernst Hertzberg & Sons, 1751 Belmont Av., Chicago.

Burton's Arabian Nights.

Books and magazines about Whistler.

Books and magazines about Brangwyn.

Illustrated eds. of Daphins and Chloe.

Encyclopædia Britannica, Index vol. only, green sheep binding.

Walter M. Hill, 831 Marshall Field Bldg., Chicago.

American Railway Engineering Association, Proceedings, vol. 7, Chicago.

Gass' Journal of the Lewis and Clarke Expedition, Chicago, 1904.

Howells, Architecture from First Mongolian Invasion to Present Government.

Ellis, Mrs. H., Kit's Woman.

Ellis, Mrs. H., My Cornish Neighbours.

Ellis, Mrs. H., Attainment.

Theodore Dreiser's Works, 1st eds.

A Collection of About 70 Contemporary Accounts of Trials Between 1678 and 1681, dealing with Popish

Walter M. Hill—Continued.

plots, treason, etc., Trials of Lord Russell, etc., 4 vols.

Who's Who in New England, 1916.

Harvard University Library Bibliographical Contributions, 1-6, 9-11, 15, 16, 18, and 25.

Lowell, J. R., Conversations on Some of the Old Poets, reprint by McKay, Philadelphia, McKay, 1893.

Frontinus, Sextus Julius, Two books on the water supply of the city of Rome, tr. by C. Herschel, Boston, Estes, 1899.

Official Bulletin No. 5, Divinity Schools of the University of Chicago, 14 pages; the cover title bears the date June, 1892; page 1 has the date of March, 1892.

Boston Public Library, Ticknor Library of Spanish and Portuguese Books Catalog, 1879.

Memoirs of the American Academy of Arts and Sciences, new series, vol. 6, pt. 1, Boston, Metcalf, 1857.

Cambridge History of English Literature, set.

Lagerlöf, Queens of Hungoholla.

Illinois Laws: First Assembly, begun January —, 1819;

Third Assembly, begun December 2, 1822; Fourth Assembly, second session, begun January 2, 1836.

Illinois Private Laws: Tenth Assembly, first session, begun December 5, 1836; Eleventh Assembly, first session, begun December 3, 1838.

Lewkovitch on Oils, Fats and Waxes, 3 vols.

Himebaugh & Browne, 471 5th Av., New York.

Encyclopedia Americana, thick-paper ed.

Warner's Library of the World's Best Literature.

Lincoln, Federal ed.

Ivanhoe.

Quentin Durward.

The Talisman.

The Fair Maid of Perth.

Anne of Geierstein.

Count Robert of Paris.

Castle Dangerous.

Chronicles of the Canongate.

All Harper's Thistle ed.

Arms and Armour.

Hochschild, Kohn & Co., Howard and Lexington Sts.,
Baltimore, Md.

Eugene Field, Writings in Prose and Verse, vols. 10,

11, 12, Sabine ed., cloth, imprint of 1896 or 1897.

Anthology of Magazine Verse, Braithwaite, 1914 ed.

Rudyard Kipling, Writings, Outward Bound ed., cloth, Scribner.

Wm. B. Hodby's Olde Booke Shoppe, 624 Penn Av.,
Pittsburgh, Pa.

Ancient Wisdom, Besant, 2 copies.

Inner Life, Leadbeater, vol. 1.

Occult Chemistry, Besant, 3 copies.

Horton Genealogy, Geo. F. Horton, M.D., or any other genealogy of Horton family.

Paul B. Hoeber, 67 E. 59th St., New York.

Archives of Otology, vol. 30, no. 1, or complete vol.

Abbott, Hygiene of Transmissible Diseases.

Turban, Tuberculosis.

Archives of Pediatrics, vols. 1, 3, 5.

Holmes Book Co., 333 S. Main St., Los Angeles, Cal.

Schoolcraft's Historical and Statistical Information

Respecting the Indian Tribes of the United States, vols. 2 and 6, cloth binding.

J. P. Horn & Co., 1001 Chestnut St., Philadelphia, Pa.

Parkman, 20 vols., cloth, La Salle ed.

Parkman, 17 vols., cloth, Frontenac ed.

G. P. R. James, Works, 21 vols.

Hudson Book Co., 25 W. 42d St., New York.

Steward, Last of the Filibusters, Sacramento, 1857.

Brake, On Two Continents, Topeka, 1896.

Goldsmith, Overland in '49, Detroit, 1896.

Herndon, Days on the Road, N. Y., 1902.

Munger's Journal, Vernon, N. Y., 1852.

Crakes, Five Years a Captive, Columbus.

Fletcher, California and Civil War, Ayer, Mass., 1894.

Any rare item on the West.

George P. Humphrey, Rochester, N. Y. [Cash.]

Allen a Dale and Robert le Diable, Admiral Porter.

A Volume of Short Stories, Percival Pollard.

The Life of Mary Jamieson, Batavia, 1844.

Lecky's European Morals.

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O. Henry, limp leather ed., 2 sets.
Annie Besant's Ancient Wisdom, 10 copies.
Clarke's Commentary, 6 vols., 1836 to 1860 eds., 3 sets.
- Hunter & Co., Inc., 629 E. Broad St., Richmond, Va.**
The Genius of Freemasonry, Indo-American Book Co.
The Great Work of Freemasonry, Indo-American Book Co.
Bridging the Great Divide, Indo-American Book Co.
Any other books by the Indo-American Book Co.
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Brown, Foe Compromise.
Encyclopædia Britannica, 11th ed., flexible sheepskin, full leather.
Morgan Robertson, sets.
Mark Twain, sets.
- The H. R. Hunting Co., Besse Pl., Springfield, Mass.**
Blaine, Twenty Years in Congress, vol. 2 or complete, sheep binding.
Lamborn, Dragonflies, vs. Mosquitoes.
St. Nicholas, 1907, pt. 1, bound copies; 1915, complete, bound copies.
- A. J. Huston, 92 Exchange St., Portland, Me.**
Moultrie, Memoirs of the American Revolution, 2 vols., 1802.
Dahn, Felix, Attala, English trans.
Freeman's Norman Conquest, vols. 5 and 6.
- Hyland's Book Shop, 170 Fifth St., Portland, Ore.**
Hoak, Materia Medica.
Master Minds and Master Thoughts.
Poems, Prose and Pencil.
Woman's Confessional, Helen Woljiska.
Macfadden, Encyclopedia.
- International Magazine Co., 339 Bay Way North, Elizabeth, N. J.**
Am. Public Health Asso. Reports; vols. 2, 4.
Am. Inst. of Mining Engineers, Trans., vols. 41, 45, 49, 50, 52 to date.
- Illinois Book Exchange, Lakeside Bldg., Chicago, Ill.**
New Jersey Equity Reports, vol. 40.
Marr's Criminal Juris. of Louisiana, 1906.
Pollard's Digest of Patent Law, 1913.
- U. P. James, 127 W. 7th St., Cincinnati, O.**
Walpole, History of Twenty-five Years, vols. 1, 2.
- Anton I. Jansky, 19 E. Adams St., Chicago, Ill.**
Strauss, Roger Williams.
Edwards, Quantrell and His Men.
Verne, Five Weeks in a Balloon, illus.
- William R. Jenkins Company, 6th Av. at 48th St., New York.**
The Great Work, by T. K., Indo-American Pub. Co.
Lovell, Franklin Square, Seaside Library series, either in bulk or single vols.; all titles must be different.
- Jersey City Public Library, Jersey City, N. J.**
Wilson's Photographic Magazine, April, 1914, and July, 1915.
- E. W. Johnson, 10 W. 28th St., New York.**
Universities of Europe, Middle Ages, Rashdall.
Hayden's Geological Atlas Colorado.
Religion of the Crescent, Tisdall.
Stage-Coach and Tavern Days, Earle.
- Johnson's Bookstore, 391 Main St., Springfield, Mass.**
Shakespeare, Midsummer's Night Dream, Rolfe ed., green leather, Doubleday, Page.
New International Encyclopedia, latest ed., any binding.
Baedeker United States, 1909.
Encyclopedia Britannica, 11th ed., thin paper, sheep binding.
- Jones Book Store, 226-228 W. 1st St., Los Angeles, Cal.**
The Spiritual Treasury, Rev. Bonaventure Hammer.
- The Edward P. Judd Company, New Haven, Conn.**
Sidgwick, Ethel, The Promise, Small, Maynard.
Sidgwick, Ethel, Luke Jones, Small, Maynard.

- The Kendrick-Bellamy Company, Denver, Colo.**
Geomancy, Hartmann.
Cliff Dwellers of the Mesa Verde, Nordenskjöld.
Lectures on Explosives, Willoughby Wakle, Wiley.
Mentally Defective Child, Meredith Young.
The Last of the Great Scouts, Mrs. H. C. Whitmore, Duluth Press.
- Kimball Bros, 46 Columbia St., Albany, N. Y.**
Clearwater's History of Ulster County.
Gen. Sherman's Memoirs.
Custer's Tenting on the Plains.
Sanborn's Life and Letters of John Brown.
Burney's Buccaneers of America.
- Kimmel & Herbert, 518-520 Main St., Lafayette, Ind.**
Journal of Geography, vol. 2, nos. 6, 8, 10; vol. 3, nos. 4, 5, 7, 8, 9; vol. 4, no. 4; vol. 8, no. 7; vol. 9, no. 10; vol. 10, no. 4; vol. 14, nos. 6-8.
Bulletin of Philadelphia Geographical Society, vol. 1, all but nos. 3 and 5; vols. 9, 10, 11, 12, 13, 14, complete.
Encyclopedia Britannica, vol. 21 of Peale's reprint.
National Geographic Magazine, vols. 1 to 6.
Meigs, Woman and Her Diseases.
- Kleinteich's Book Store, 1245 Fulton St., Brooklyn, N. Y.**
Gerald Massey's Poems.
Little Masterpieces of English Poetry, 6 vols.
Ancient Wisdom, Annie Besant.
Porter's Life of Sir John Henniker Heaton.
Cetawayo, Haggard.
Song of Bililitus, in English.
- F. H. Knapp, 146 Hamilton Place, New York.**
Burke, Edmund, Works, vol. 8 only, green cloth binding, Little, Brown, 1880.
- Korner & Wood Co., 737 Euclid Av., Cleveland, O.**
Patrick, Sappho and The Island of Lesbos.
- A. Kroch & Co., 22 N. Michigan Av., Chicago, Ill.**
Hoffmann, E. T. A., Weird Tales, Scribner or Macmillan.
Laurence, D. H., Sons and Lovers, Kennerly or English ed.
Schurz, Reminiscences, in English.
Sandemann, Metternich.
Young's Fractional Distillation, Macmillan.
Rousseau, Confessions, in English, London ed., containing 13 original etchings.
- P. C. Kullman & Co., 35 Nassau St., New York.**
National Geographic Magazine, full set.
National Geographic Magazine, vols. 1, 2.
National Geographic Magazine, vols. 1 to 6.
National Geographic Magazine, vols. 1 to 29.
- Richard Laukhuff, 40 Taylor Arcade, Cleveland, O.**
Phillipotts, The Three Brothers.
- Charles E. Lauriat Co., 385 Washington St., Boston.**
Medieval Military Architecture, Clark.
Palgrave's Anglo-Saxons, 2 vols.
Heimskringla, Wm. Morris.
Castelar's Rome.
Mechanics and Faith, Porter.
In Passion's Dragnet, Southan, Badger.
Our Journey to the Hebrides, Joseph and E. Pennell, Harper, 1889.
Hugo, pts. 9 and 29, pub. Matteson.
Miller's Memories of Blackshear, Lippincott, 1858.
Sowing and Reaping, Mary Howitt, Warne.
Near East from Within, Funk.
Behind the Veil in the Russian Court, Vassile.
Andrews and Batchelor's New French Instructor, Appleton, 1857.
House of a Hundred Lights, Torrence.
The Factories, and Other Poems, Widdemer.
Thoughts and After-Thoughts, B. Tree.
His Opportunity, Henry C. Pearson.
- John A. Lavender, 268 River St., Troy, N. Y.**
Mississippi Bubble.
Harda, Ouida.
John McNeill's Sermons.
Spurgeon's Works.
- Leary, Stuart & Co., 9 S. 9th St., Philadelphia, Pa.**
Piazzi Smyth's Our Inheritance in the Great Pyramid.
Wild's Ten Lost Tribes of Israel.
Spots, book on cleaning, compiled by Courvoisier.

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Endell, Old Tavern Signs.

Lewis Book Co., 115 S. Spring St., Los Angeles, Cal.
Warner, Our Invisible Supply, 2 vols.
Warder, Invisible Light.
Arnold, History and Origin of All Things.
Phylos, Dweller in Two Planets.
Simpson, The Cat.

The Library Book Co., 25 W. 42d St., New York.
Child, English and Scottish Ballads, 8 vols.
Cox, Cinderella.
Chodzko, Popular Poetry of Persia.
Crane, Italian Folklore.
Garter, Jewish Folklore in Middle Ages.
Grimm, Household Stories, tr. by Mrs. Lunt, London, 1844, only.
Lang, Custom and Myth.
Lang, Myth, Ritual and Religion.
Donnelly, Ragnarock.
Catlin and Bandelier items.

Library of Congress, Washington, D. C.
Treasury Decisions Under Internal Revenue Laws, vol. 14, 1911.

Library of the University of Georgia, Athens, Ga.
Stanton, Comes One with a Song, 1898.
Stanton, Songs from Dixie Land, 1900.
Stanton, Keep A-goin'.

Library, University of North Carolina, Chapel Hill, N. C.

Bulletin Archaeological Institute, vol. 1, no. 1.
Electrical Review, vol. 66, no. 18.
Engineering Record, vol. 74, no. 12.
Homiletic Review, vol. 60, no. 1.
Independent, vol. 83, no. 3484.
International Studio, vol. 58, no. 229.
Journal of Medical Research, vol. 33, no. 1.
Journal of Pedagogy, vol. 20.
Literary Digest, vol. 52, nos. 2, 3, 4, 5, 8, 9, 18, 19.
School Review, vol. 23, no. 3; vol. 24, nos. 3 and 4.
Survey, vol. 36, no. 4.

Little, Brown & Co., 34 Beacon St., Boston, Mass.
Harmonic Series, by T. K.
Croswell's Soldier's Bible.
Dr. James J. Jackson, Houghton Mifflin.
Forrester, Warwick Woodlands.
Forrester, Deerstalkers.
Forrester, Quorndon Hounds.
Surtees, 1st eds.
Francis Parkman, Works, 1st eds.
The Great Work, by T. K.
The Great Psychological Crime.

B. Login & Son, 152 E. 23d St., New York.
Whiting, Mastoid, or anything by Cain and Thorpe.
Dyestuffs.
Beaumont, Physiology of Digestion.
Pettigrew, Portrait Gallery, 4 vols.
Nervous and Mental Disease Monograph Series, nos. 2, 3, 6, 8, and 17.
Whitman's Orthopedic Surgery.
Cain and Thorpe, Synthetic Chemistry.
Dealers kindly send lists of medical books and periodicals which you have for sale.

J. P. Lombard, Pierce Bldg., St. Louis, Mo.
Lippincott's Readers' Library, second-hand.
Alexander Hamilton Institute series of books.

Long Island Book Exchange, Glen Cove, L. I.
Burr, Aaron, Life of, J. Parton, or any other good biography of.

Loveman, Joseph & Loeb, Birmingham, Ala.
Hasting's Bible Dictionary.

Lowdermilk & Co., Washington, D. C.
Almanac de Gotha, 1903, '04, '05.
Commanders and Generals of the Civil War.
Franklin and Esty, Electric Engineering; vol. 2, Alternating Currents.
I. C. S. Text Book 44 Designs of Dynamos.
United States Pharmacopœia, 1870.

Lowdermilk & Co.—Continued.

Martin, Money of Nations.
Jones, Rebel War Clerk's Diary.
Chapin, Municipal Sanitation in the United States.
Shields, Life of Prentiss.
Claiborne, Mississippi as a Province and State.
Brassey, Naval Annual, 1898.
Sayer, The Dahlia.
Dimock, Florida Enchantment.
Town, Grammar School Reader.

Lowman & Hanford Co., Seattle, Wash.
Mackenzie, Studies in Roman Law.
Phillips, Red Saunders.

Macauley Bros., 78 Library Av., Detroit, Mich.
T. Nelson Downs, Book of Magic (not his coin trick).
Hopziner's Card Tricks.
Wanda, Ouida, formerly pub. Lippincott.

A. C. McClurg & Co., 218-224 S. Wabash Av., Chicago.
Dictionary of National Biography, 27 vols.
Riggs, Mary and I.
Beck, Gazetteer of Illinois.
Stevens, Historical Nuggets, 2 vols.

McDevitt-Wilson's, Inc., 30 Church St., New York.
Auerbach, Edelweiss.
Benjamin, S. G. W., Art in America, 1880.
Encyclopedia Britannica, popular ed., cloth or sheep.
Cummings, T. S., Historical Annals of the National Academy of Design, Phila., 1885.
DeLancy, A Week at Waterloo.
Harvard Classics.
March, Thesaurus.
Rod, the White Rocks.
Jewish Encyclopedia.
Stoddard's Lectures, 10 or 11 vols., cloth.
Encyclopedia Britannica, Index vol., sheep, thin paper.
Barrie's Works.
Bax, German Society at Close Middle Ages.
Behind the Veil in the Russian Court.
Book of Knowledge, several sets.
Encyclopedia Britannica, India paper, limp leather, suede finish, with stand.
Casanova, 8 vols., French.
Cobb, Sylvanus, Gunmaker of Moscow.
Ignatius Donnelly, Caesar's Column.
Heart of a Woman (poetry), Hensley.
Hanish, Inner Studies.
Hume, Mystery of the Yellow Room.
Hume, Perfume of the Lady in Black.
Pierce, Life of Charles Goodyear, several copies.
Valdes, Armando P., La Hermana St. Suplice.
Armstrong, Axel Herman Haig and His Work.
Binyon, Laurence, Dutch Etchers of the Seventeenth Century, bound with Hamerton's Etchings Rembrandt, 1895.
Deuchar, Collection Etchings After Eminent Masters of the Dutch and Flemish Schools.
Fitton, Illustrated Catalogue Etchings by Hedley Fitton, with descriptions, 1911.
Friedländer, Max J., Albrecht Altdorfers landschafts radierungen, 1906.
Hitchcock, Etching in America, lists etchers, 1906.
Klackner, Proofs and Prints, Engravings and Etchings, 1884.
Laurvik, John Nilsen, Anders Zorn, 1913.
Lippmann, Engraving and Etching, tr. Martin Hardie.
Maggs Brothers, Drawings and Etchings, 1914.
Pauli, Inkunabels der deutschen und niederländischen radierung.
Roller, Technik der radierung, 1888.
Schuberth, H., Das aetzen der metalle für kunstgewerbliche zwecke, 1888.
Singer and Strang, Etching, Engraving, and Other Methods of Printing Pictures.
Springer, Die radierungen des Herkules, Seghers, 3 vols., 1910.
Van Rensselaer, American Etchers, 1886.
Beilstein, Handbuch der Organische Chemie.
Collection of Most Remarkable Monuments of the National Museum, Naples, 1864.
Cement, Lime and Plaster, Eckel, Wiley, 1909.
Friedländer, Fortschritte der Teerfarbenfabrikation.
London, Jack, People of the Abyss.
Physical Education, Appleton, Felix Oswald.
Kendall, Ezra, Spots, Good Gravy, and Tell It to Me.
Everyman's Encyclopedia, second-hand.
Ward, A. W., History English Dramatic Literature,

BOOKS WANTED—Continued.

McDevitt-Wilson's, Inc.—Continued.

3 vols., vol. 1, Macmillan, 1899.
Encyclopædia of Electricity, American Text Book Co.,
7 vols.
Near East from Within, Funk, 1915.

MacGreevey-Sleght-DeGraff Co., Batavia, N. Y.
Fragments of Faith Forgotten, Meade, second-hand.
The Great Initiates, Edward Schure.

John Jos. McVey, 1229 Arch St., Philadelphia, Pa.
Sadtler, Under Five Captains.
Anderson, History of the First Missouri Brigade.
Lawler, Plumbing, Steam and Hot Water Heating.
Augustus Hare's Story of My Life, vols. 3 and 4,
black cloth, D., M. & Co.
Mill's Nature, the Utility of Religion and Theism, 3
essays.

Madison Book Store, 61 E. 59th St., New York.
Abbot, Old Hoaryhead and the Valleys.
Abbot, McDamier.
Miksath, St. Peter's Umbrella.
Burton's Arabian Nights, vol. 8 of the 12-vol. ed.
Law of Nature, pub. Law of Nature Pub. Co.

Henry Malkan, 42 Broadway, New York.
Adams, Chart of History.
Adams, John Henry Smith, several copies.
Barnard, Handkerchief Garden.
Baptismal Book of the Low Dutch Church of Shawan-
gunk.
Birds and All Nature, 1901 to close.
Brady, Hohenzollerns.
Browning, Sordello, ed. by David Duff.
Cont. of the U. S. National Herbarium, vol. 3.
Crake, Aemilius.
Creighton, History of Papacy, 6 vols.
Field, E. T., The Quest.
Dryden, Complete Works, Scott Saintsbury.
Genealogy of Hoffman Family of Early Ulster County.
Hazlitt, Works.
Henderson, History of Germany.
International Encyclopedia, last ed.
Jones, Consular Service of the United States.
Jonson, Complete Works, Gifford Cunningham, 1875.
Journal of Virginia House of Delegate, 1833-1835.
McClay, Journal of William.
Mayo's Clinics, 1888-1905, 1913-1914.
Mental Evolution in Man.
Moore, International Arbitration, vols. 1, 2, 5.
Miley, In Cuba with Shafter.
Quincey, Figures of the Past.
Redesdale, Lord, Hardy Bamboo.
Rice and Johnson, Calcutus.
Rickard, Flotation Process.
Rome, History of, vol. 1, Crosby, Nichols, Lee Co.,
N. Y., 1860.
Roquerol, Tactical Employment of Quick-Firing Field
Artillery.
Schlommann, Technical Dictionary, vols. 9 and 10.
Scott, Analogy of Ancient Craft Masonry.
Scott's Code.
Snyder, World Machine.
Stein, Tender Buttons.
Swoboda, Arbitrage in Wertpapieren.
Tannenberg, Greater Germany.
Taylor, Memoir of Robert Surtees.
Thomson, Conduction of Electricity Through Gases.
Unique Manual of Premium Rates.
Valdes, Jose.
Village of Vagabonds.
Whitney, Sonnets and Songs.
Wilson, Downfall of Spain.
Wolf, Manual of Dyeing.
World's Best Literature, vol. 8, red cloth, gilt.
World's Best Literature, vol. 27 of 30-vol. ed., green
cloth.
Zadin, Who's Bright Eyes.

Harry F. Marks, 116 Nassau St., New York.
Burton's Arabian Nights, sets or odd vols.
G. W. M. Reynolds, Works.
Songs of Bilitis, Louys.
Untrodden Fields of Anthropology.
Casanova Memoirs, English.
Aldus Classics.
Swift's Works.
Mark Twain, sets.

L. S. Matthews & Co., 3563 Olive St., St. Louis, Mo.
Hall, Adolescence, 2 vols.

The Medical Standard Book Co., 307 N. Charles St.,
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Galton, Hereditary Genius.
Galton, Natural Inheritance.
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Apsley's Cookery Book.
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Isaac Mendoza Book Co., 17 Ann St., New York.
Simm's Works, a complete set.
The Great Work.
Lendrum's Hist. American Revolution, 1793, odd vols.
Mitford, Tales of Old Japan.
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Hovestadt, Jena Glass.
Glass Making, English, French or German.

G. E. Merritt, 277 Middlesex St., Lowell, Mass.
Knight's Modern Seamanship, Van Nostrand.
Aldrich's Story of a Bad Boy.

The Methodist Book Concern, 1018-24 Wabash Av.,
Chicago, Ill.
James Leaton's Methodism in Illinois, 1793-1832,
vol. 2.
Field, History of Rock River Conference.

The Methodist Book Concern, 734 N. Rush St.,
Chicago, Ill.
Addis, W. E., The Religion of Israel, 1905.
Maspero, G., Struggle of Nations: Egypt, Syria, Assy-
ria, ed. Sayce, Appleton, 1897.
Maspero, G., Passing of Empires, 850-330 B. C., ed.
Sayce, Appleton, 1900.
Schilling, Quellenbrich zur Geschichte der Neuzeit.
Dollinger, Die Reformation, ihre Entwehlung und
ihre Wirkungen, 3 vols.
Well-Bred Girl in Society, Doubleday, Page.

The Methodist Book Concern, 150 Fifth Av.,
New York.
Historical Introduction to Rolls Series, Stubbs.
Meyer's Book Store, 307-309 S. Dearborn St., Chicago.
The Flirt, Booth Tarkington, 1st ed.
The Arena, Booth Tarkington, 1st ed.
Herndon's Life of Lincoln, vol. 2.
World Almanac, 1915.
Irving's Mohammed, vols. 1 and 2, Gaffrey Crane ed.

Michigan State Normal College Library, Ypsilanti,
Mich.
Studies in Abnormal Psychology, ser. 3, pub. Richard
Badger, Boston.
Barnard, Life of Pestalozzi.
Mommson, History of Rome, vol. 4 only of Scribner
4 vol. ed.

The W. H. Miner Co., Inc., 3518 Franklin Av.,
St. Louis.
Dialogues of Luisa Sigae.
Thayer, Coloration in the Animal Kingdom.
Newmark, Automobile Business.
Edgar, How to Advertise a Retail Store.
MacGregor, Bank Advertising Plans.
Bird, Sales Plan.
Soule, How to Sell Hardware.
Allen, As a Man Thinketh.
Stowe, Winning the Trade.
Selicman, The Specialty Salesman.
Burton, Arabian Nights, reprint.
Blavatsky, Secret Doctrine, 1st ed.
Ward, Dynamic Sociology.

The Morris Book Shop, Marshall Field Annex Bldg.,
24 N. Wabash Av., Chicago.
Memoirs of Robt. Houdin.
Ade, Doc Horne.
Ade, Pink Marsh.
Norwich, Conn., History of, Hall & Mason.
The Great Work, by T. K.
Noah Farnham Morrison, 314 W. Jersey St., Elizabeth,
N. J.
McManus, Lad of the O'Friel's, 2 copies.
The Christ of Paul.
Coates Family of Massachusetts.
Clark, Indian Sign Language.

BOOKS WANTED—Continued

Noah Farnham Morrison—Continued.

Halsey, American Silver.
Weir, Long Powers.
Hemenway's Vermont Gazetteer.

N. Y. Medical Book Co., 45 E. 42d St., New York.
Wales, The Yoke.

New York Public Library, 476 Fifth Av., New York.
Fullam, Text Book of Ordnance, 2d ed.
Collins, Epitome of Synthetic Philosophy of Spencer.
Kremer, Struggle for a Royal Child.

New York State Library, Albany, N. Y.

Fry, James B., New York and the Conscription of 1863, Putnam, 1885.
Evans, Oliver, The Young Millwright and Miller's Guide, ed. T. P. Jones, Lea-Blanchard, 1850, or later ed.
Webber, Samuel, Manual of Power for Machines, Shafts and Belts, Appleton, 1879, or later ed.
Byrne, Oliver, The Practical Model Calculator, Baird, 1863.

Newark's "Old" Book Store, 552 Broad St., Newark, N. J.

Cooley, Early Settlers of Trenton and Ewing, N. J.
Reed, History of Reed Family in Europe and America.
Blake, History of William Blake of Dorchester and His Descendants.
Somerby, A Record of Blakes of Somersetshire.
Davis, Samuel Davis, of Oxford, Mass., and Joseph Davis, of Dudley, Mass., and Their Descendants.
Dudley, History of Dudley Family in Numbers, no. 8 only, Wakefield, Mass., 1893.

Newbegin's, San Francisco, Cal.

McClure's Magazine, Mar., 1894.
Aeschylus, Nine Greek Dramas, trans. E. D. A. Morshead, Harvard Classics.
Hillis, Chickens Come Home to Roost.
The Picaroons, Burgess.
International Library of Technology.
Bergson's Introduction to a New Philosophy of Life.
Lee, Queen Victoria, Macmillan.
Best Plays of the Old Masters, Vizetelly's ed. of the Mermaid Series, unexpurgated, cloth binding.
Moulton, Library of Literary Criticism.
Andrew's Jean Grolier Servier.
Day, Policy and Administration of the Dutch in Java.
Perrot & Chipiez's History of Art, complete set.
Clayton Hamilton's On the Trail of Stevenson, 1st ed., Doubleday, Page.
Encyclopedia Britannica, Sears-Roebeck ed., any binding; can use several sets if price is right.

D. H. Newhall, 154 Nassau St., New York.
[Cash.]

West, G. B., Golden Northwest, Chicago, 1878.
Worthington, Shiloh, Only Correct History.
Townsend, 10,000 Miles of Travel.
Shea, War Between French and Chickasaws.
Strahorn, The Enchanted Land.
Jocknick, Early Days on Western Slope.
Jackson, Grant's Strategy.
King, Campaigning with Crook, 1880 ed.
Mills, Wild Life in the Rockies.
Shinn, Mining Camps, N. Y., 1885.

W. W. Nisbet, 12 S. Broadway, St. Louis, Mo.

Hamilton Institute Business Course.
Sabin, Dicty. of Books Relating to America, any vol. after 13.
History of Howard and Cooper Counties, Missouri.

Noble & Noble, 31 W. 15th St., New York.

Williston's S. W., 1914, Reptiles of the Past and Present, University of Chicago Press.
Zittel (per Eastman), Text-book of Palaeontology, vol. 11, 1902, Macmillan.

The Norman, Remington Co., 308 N. Charles St., Baltimore, Md.

Cloud, Down Durlay Lane, Century, 4 copies.
Letters of Dreyfus to His Wife, Harper.
Howe, Muscles of the Eye, vol. 2.

The Norman Remington Co.—Continued.

Peyton Miller, Eminent Lawyers.
Beckwith, Genealogy.
Lombroso, Criminal Man, Science Series.
Dearner, Noah's Ark Geography.
Charlin, Introd. French Authors' French Course.
Moore, Flower Fables and Fancies, Stokes.
Littlefield, Old Schools.
Sir Walter Raleigh, War of Ideas.
Brady, Island of Regeneration.
Morgan Robertson's Works, 4 vols.
Fosbroke, Character Reading Through Analysis of Features, \$2.50 ed.
Carpenter, Towards Democracy, Kennerly.
Jobling, Catalysis, Blakiston.
Bacher, With Whistler in Venice, Century.
Richard Bagot, Temptation.
Nicolay and Hay, Lincoln, 10 vols., 1st ed.
Paash, From Keel to Truck, English, Stechert.
Taylor, Textbook of Architecture, Gov. Ptg. Office.
Reynolds, Life of M. L. Weems.

The Oakwood Binders, Pittsfield, Mass.

Art of Optimism, William Dewitt Hyde.
Textile, Soap and Oil, Hurst.

The Old Corner Book Store, Inc., 27-29 Bromfield St., Boston, Mass.

Lord Medivn's Conversations with Byron.
G. K. Chesterton, pub. Lane, 1909.

Old Corner Book Store, Springfield, Mass.

Rhode Island Historical Society, vols. 3, 5.
N. Y. State Historical Association, vols. 4, 5, 8.
Connecticut Historical Society Collections, vol. 1.

E. H. Otting, Warren, O.

Sydney, Algernon, Discourses Concerning Government, etc., London, 1763.
Reeve's History English Law.

D. L. Passavant, Zelienople, Pa.

Wright, Life and Times Louis Phillipe, King of France, London.
Journal of Eldest Son of Duke Orleans, pub. in London circa 1800.
Bohn's Extra Vols. Heptameron and Rabelais.

T. H. Payne & Co., Chattanooga, Tenn.

India, Russia, Belgium, British Castles, Malta, France, in the Black Series; name price.

Pearlman's Book Shop, 931 G St., Northwest, Washington, D. C.

Remainders.
Law Text and Case Books.
High School Text Books.
Honorable Mrs. Vereka, by "Duchess."
Greek Diaglott.
Roberts, Blood of the Covenant.

N. A. Phemister Co., 42 Broadway, New York.

Insurance Law Journal, vols. 38-42.
Krehbiel, Chapters of Opera.
Yale Law Journal, vol. 25.

E. L. Pierce, 5 W. 125th St., New York.

Listing Statements New York Stock Exchange, Fitch.
Smith's Financial Dictionary, Moody.

The Pierce & Zahn Book Co., 1531 Arapahoe St., Denver, Colo.

Profit Sharing of American Employees, by National Civic Federation.

The Pilgrim Press, 14 Beacon St., Boston.

Life of Sir Thomas Hutchinson, J. K. Hosmer.
Sketch Book of the Civil War, Gardner.
Christian Mysticism, Inge.
Prayers of the Bible, McFadyen.
Christianity: Its Nature and Its Truth, Peake.
Daughters of American Revolution Lineage Book, No. 2.
Manual of Conchology, Tryon and Pilsbry.
The Pilgrim Press, 19 W. Jackson Blvd., Chicago.
Chimes from Jester's Bells.
Calvin's Commentaries, set.
Just Plain Dog.
Love's Trilog, Nansen.

BOOKS WANTED—Continued

Issac Pitman & Sons, 2 W. 45th St., New York.
Pitman's Shorthand Weekly, vol. 1.
 Warren Hastings in Pitman's Shorthand.
 Tom Brown's School Days in Pitman's Shorthand.
 History of Shorthand, Isaac Pitman, 1st ed.
 Brooks, Foreign Exchange Figuring Book.
 Pickwick Papers, in Pitman's Shorthand.

Powers Mercantile Co., Minneapolis, Minn.
 Three Sevens, Phelan, pub. 1879.
 Family History of the Pease Family in America.

Pownner's Book Store, 33-37 N. Clark St., Chicago.
 Lewis and Clarke, Paul Allen, Philadelphia, 1814,
 vol. 1 only.
 Brener, Art of Versification and Technicalities of
 Poetry.
 Corporal Si Klegg and His Pard.
 Moore's International Arbitrations, vols. 1, 2, 5, or
 set.
 Culp, Daniel Wallace, Twentieth Century Negro Liter-
 ature.
 Symonds, Wine, Women and Song.
 Maupassant, vols. 16, 17, St. Dunstan Soc., paper
 label, 8vo, blue cloth.
 Hosford, Woodrow Wilson, 1912, 2d ed.
 Crowell and Murray, Iron Ores of Lake Superior,
 1916.
 Muir, Life, Letters and Journal, 1915.
 Caffin, How to Study Architecture, 1916.
 Phillpott, Three Brothers, 1909.
 Taylor, Leaders of Socialism, 1910.
 Jones, Case of Rebellious Susan, 1905.
 Modern International Reader.
 Headley, Second War with England.
 Pathfinders of the Revolution.

Pownner's Book Shop, 406 Superior Av., W., Cleveland,
 Ohio.

Pallidino, Indian and White in the Northwest.
 Eels, Marcus Whitman.
 Fremont, The Story of My Life.
 Meeker, Ox Team on the Oregon Trail.
 Victor, River of the West.
 Cannon, Waii Lappu.

C. S. Pratt, 161 6th Av., New York. [Cash.]
 The Underground Railroad.
 Life of Robert Emmet.
 Columkill, Prophecies.
 Peker, How to Read Plans.
 Lovell, U. S. Speaker.
 Esquemiling, Buccaneers of America.
 Esquemiling, Dampier's Voyages.
 Masefield, On the Spanish Main.
 Hogan, Lays of Thomond.

Presbyterian Board of Publication, Chicago.
 Undesigned Coincidences, J. J. Blunt.
 Truths and Half Truths, Sheldon.
 Night Thoughts, Young.

Presbyterian Board of Publication, Nashville, Tenn.
 Grant Allen, In Many Shades.
 Chapman, Flora of Southeastern United States, 3d ed.
 Swete, Last Discourses and Prayer of Our Lord.
 Edwards, Sons and Fathers, Rand.

Presbyterian Board of Publication, San Francisco.
 Phillips, Mr. Scraggs.
 Grutzmacher, The Virgin Birth.

Preston & Rounds Co., 98 Westminster St., Provid-
 ence, R. I.

McClintock and Strong, Biblical Encyclopædia.
 Ainsworth, Life of John Law.

Publication Book Store, 427 16th St., Denver, Colo.
 History of Washington County, Pa.
 Life of the Master, Watson.

Putnams, 2 W. 45th St., New York.
 Gates, Ellen, Treasures of Kurium.
 Round My House, 1st ed.
 Crane, The O'Ruddy.
 Songs for the Little Ones at Home, 1st ed.
 Rothschild, Lincoln: Master of Men, 1st ed.
 Sobieski, Achievements.
 Countess de Gasperin, Near Heavenly Horizons.

Putnam's—Continued.

Reader's Guide to Periodical Literature, 1913, bound.
 Randall's Jefferson, 3 vols.
 Bleackley, H. W., Story of Beautiful Duchess.
 Valentine's Manuals, complete set.
 Lafon, Fierabias, in English, illus. Doré.
 Lafon, Les Aventures of Chevalier Janfre, in English,
 illus. Doré.
 John Henry.
 Down the Line with John Henry.
 Wherry, E., Wanderer on a Thousand Hills.
 Rey, Guido, Peaks and Precipices.
 Life of Mrs. Josephine Butler, pub. Arrowsmith.
 Butler, Josephine, Personal Reminiscences of a Great
 Comrade.
 Moore, Lallah Rookh, illus. Edwin L. Weeks and
 Frank T. Merrill, pub. about 1885.
 Gribble, Comedy of Catherine the Great.
 Jekyl, Old West Surrey.
 Dillon, England and Germany.
 Morley, Studies in Literature, 1891.
 De Wendt, From Paris to New York by Land.
 Buffum, The Tears of Heliades.

The Rare Book Shop, 813 17th St., Washington, D. C.

Davis, Day Star of Amer. Freedom.
 Scharf, Hist. of Maryland.
 Scharf, Hist. of Western Maryland.
 Thomas, Chronicles of Maryland.
 Leadbeater, Man, Visible and Invisible.
 Monkhouse, Chinese Porcelain.
 Twain, Huckleberry Finn, 1st ed.
 Johnston, Original Portraits of Washington.

Raymer's Old Book Store, 1330 1st Av., Seattle,
 Wash.

American Menace: or Popery a Political System.

Peter Reilly, 133 N. 13th St., Philadelphia.
 Preuss, German-English English-German Dictionary.

Paul R. Reynolds, 70 5th Av., New York.
 Code of Victor Jallot, Edward Carpenter, pub. George
 W. Jacob.

F. Ring, 211 E. 25th St., New York.
 American Book Prices Current, any vol. 1904 to 1915,
 any condition.
 U. S. Catalog Annual Suppl., 1912-15, any condition.
 Dauze, Index Biblio-Iconographique, 1894-95, 1895-
 96.

Riverbank Laboratories, Geneva, Kane Co., Ill.
 Works on ciphers, cryptography, cryptology, stegan-
 ology, steganography, polygraphy, cryptomenyitics,
 scotography, and synthemology also deciphering,
 published at any time prior to 1825. Please send
 careful description, date and price.

A. M. Robertson, Union Sq., San Francisco.
 Cruise of the Essex, Porter.
 Dampier's Voyages.

E. R. Robinson, 410 River St., Troy, N. Y.
 Pinkerton, The Molly Maguires and the Detectives.
 Stephens, C. A., Young Moose Hunters.
 Theimer, Vetera Nonum, Poloniae et Lithuaniae His-
 toria illustrantia, 3 vols., pub. Rome, 1860-3.
 Totoratis, Die Litauer unter dem Konig Mindowe bis
 zum Jahre 1263, pub. Friburg, 1905.
 Wiedmann, O., Das Litanische Præteritum, pub.
 Strassburg, 1891.
 Bagot, R., A Roman Mystery.
 Bagot, R., Donna Diana.
 Lockwood Genealogy.
 Cooley, J., Poems of a Child, Harper, 1903.
 Torrey, R. A., Divine Origin of the Bible.
 McElroy, J., Si Klegg.
 McElroy, J., any of the Si Klegg series following Si,
 Shorty and the Boys.
 Damour, Industrial Furnaces.
 Catalogue of Lafayette College, 1855-6.
 Engel, K., Introduction to the Study of National
 Music.
 Illustrated London News, July 4 to Aug. 1, 1914, in-
 clusive.
 Parsons, Pathology of the Eye.
 Walker, Charlotte, Under a Lucky Star.
 The County Fair.
 Cobb, S., Caliph and Bagdad.

BOOKS WANTED—Continued.

E. R. Robinson—Continued.

Smith, H., Brambletye House, 1877.
 Fletcher, J. S., Mistress Spitfire.
 Drummond, H., For the Religion.
 Seawell, M. E., Lively Adventures of Gavin Hamilton.
 Mrs. Alexander, A Second Life.
 Mrs. Alexander, Mona's Choice.
 Mrs. Alexander, The Freres.

Robson & Adey, Schenectady, N. Y.

Voice in the Rice, Morris, Dodd, Mead.

Rockford Public Library, Rockford, Ill.

American City, August, 1916.
 International Studio, May, 1916.
 House Beautiful, June and August, 1915.

H. Taylor Rogers, Asheville, N. C. [Cash.]

Love's Coming of Age, Ed. Carpenter.

Rosenbach Company, 1320 Walnut St., Philadelphia.

Cromwell's Soldier's Bible, prefaced by Viscount
 Wolseley, Boston, 1895.
 Grolier Club, Whistler.
 Chaffanjan, L'Oronoke, Paris, 1889.
 Velsasco, V., Geographia de Columbia, Bogata, 1898.
 Coucheau, Henri, L'Oronoke.
 In the Land of Hell.
 Books on Brazil, Brazilian languages, the Amazon,
 etc., in all languages.
 Observations on the Present State of the Waste Lands
 of Great Britain, London, 1773.
 Good prices paid for Colonial Laws.

Rosengren's, 1740 N. Albany Av., Chicago.

Redding, Our Near Future.
 Encyclopedia Britannica, 11th ed., Index vol.
 National Geographic Magazine.
 Mark Twain, early eds.

J. Sapiro, 5th Floor, 130 W. 46th St., New York.

Descriptive list of novels published by W. N. Gris-
 wold, Cambridge, Mass.; any year but 1897.

J. H. Saumenig & Co., 229 Park Av., Baltimore, Md.

Guiness, Approaching End of the Age.

Schaefer & Koradi, Fourth and Wood Sts., Philadel-
 phia, Pa.

Book on Canary Birds.

Schoenhof Book Co., 128 Tremont St., Boston.

Partou, Parmesse Francais, Osgood & Co.
 Granny's Wonderful Chair, Kenny Meadows, illus.

Schulte's Book Store, 132 E. 23d St., New York.

Kretschmer and Rohrbach, Costumes.
 Ross, Theory of Pure Design.
 Forlong, Rivers of Life; incomplete set will do.
 Catholic Encyclopedia, vol. 15.
 Don Quixote, vol. 1, vellum paper ed.
 Lamborn's, R. H., History of Mexican and Spanish
 Paintings and Painters.

E. Schwartz, Fox St. P. O. Station, New York.

Book of Knowledge.
 Encyclopedia Britannica.

Schwartz, Kirwin & Fauss, 42 Barclay St., New York.

Modern Essays, F. W. H. Myers.

Scrantom, Wetmore & Co., Rochester, N. Y.

Lever, Maurice Tiernay, old library ed., dark green
 cloth, illus., cover gold embossed.

Chas. Scribner's Sons, 5th Av. at 48th St., New York.

Henderson, Social Settlement, 1899.
 Meyer, Donatello, English text, Lemcke.
 Remington, Drawings, 61 plates.
 Coit, Stanton, Message of Man.
 Swarbrick, Robert Adam and His Brothers.
 Holbrook, Richard, Boys and Men.
 Powell-Cotton, In Unknown Africa.
 Neumann, Elephant Hunting East Africa.
 Bancroft, Alaska.
 Phillips, Bibliography Henry James.
 Stevenson, Poems, Bibliophile Society.
 Carryl, Grimm Tales Made Gay.

Chas. Scribner's Sons—Continued.

Drews, Christ Myth.
 Hirth, Ancient Chinese Porcelain.
 Hirth, China and the Roman Orient.
 Peasant Art Russia, International Studio.
 Peasant Art Italy, International Studio.
 Laufer, Pottery Han Dynasty.
 Ellwood, English Furniture.
 Hare, Isabella Milan.
 Hare, Courts Italian Renaissance.
 Morgan, Lady, Italy.
 Piozzi, Glimpses Italian Court Life.
 Baedeker, Northern France.
 Ward, American Carnation.
 Hitchcock and Brown, Teaching Twelve Apostles.
 Sassetta, Sienese Painter.
 Thompson, Life Eugene Field.

Seattle Public Library, Seattle, Wash.

Hauptmann, Die Versunkene Glocke.
 Minassian and Kayikyan, Dictionary, English-Armen-
 ian and Armeno-Turkish.
 Patterson, Illustrated Nautical Encyclopedia.

Charles Sessler, 1314 Walnut St., Philadelphia.

Paul Bourget, Pastels of Men.
 New Arabian Nights, 1st ed.
 Dr. Jekyl and Mr. Hyde, 1st ed.
 Mr. Britling Sees It Through, 1st ed.
 Mademoiselle Garard, Belot.
 Dante, Vita Nuova.
 Autobiography of Timur.
 Autobiography of Mohammed Baber.
 Water's Grace Abounding.
 Fox's Journal.
 Goldoni Autobiography.
 Vidocq Autobiography.
 Marquis Lafayette's Memoirs.
 Dupin, Situation comparee des Colonies Francaises
 et des Colonies Anglaises.
 Abbott, Christ's Secret of Happiness.
 S. Kinney, The Tin Pedler.
 Bret Harte, Condensed Novels, 1st ed.

Shepard Book Co., 408 S. State St., Salt Lake City,
 Utah.

Cooper's Leather Stocking Novels, illus. by Darley,
 Appleton, any.

The Sherwood Co., 19 John St., New York.

Baum, Songs of Father Goose.
 Carr, Brought to Heel.
 Davis, Refraction of the Eye.
 Dunn, Business of Insurance, vol. 1.
 Eaton's One Hundred Lessons in Business.
 Gow's Marine Insurance.
 Griffin, G., Life, with Poems and Letters.
 Guilty or Not Guilty; or, A Tale of Manhattan Well.
 Johnson's Universal Cyclopedia and Atlas, vol. 8.
 Lewis, Dio, Drink Problem and Its Solution.
 Rice, Practical Graphology.
 Richardson's Royal Helps for Royal Living.
 Stories of Humor.
 Stapleton, P., Kady of Cady, Colo. Romance.
 Thomas, Epitome.
 Wealth and Progress.
 Waterman, N., In Merry Mood.
 Martin's Organic Chemistry.
 Merimee, Columba, in English.
 Pennypacker, Gov., History of Pennsylvania.
 Pelton, B., Shelter Island.
 Pelletreau, History of Putnam County.
 Randolph, Rose, Successful Selling by Mail.
 Riley's Works, 6 vols., B. M. ed.
 Skeevers, J., Object Lessons.
 Sampher's Cable Code.
 Watkins, Shipper's Code.
 Zangwill, Gray Wig.
 Abbott, H. G., American Watchmaker.
 Burgh, J., Dignity of Human Nature.
 Bullock, S. F., Irish Pestrals.
 Chronicles of New York.
 Cotta Family.
 Caldwell and Arthur, Handbook of Plant Morphology.
 College Stories, Lippincott.
 Golden Season.
 Goulding's Woodruff Stories.
 Henckley, G. W., Something Happened.
 Hoffman Genealogy.
 Haig, Diet and Food.
 Hollander, D. B., Scientific Phrenology.

BOOKS WANTED—Continued.

The Sherwood Co.—Continued.

History of First Pennsylvania Cavalry, known as Forty-fourth Regiment.
Involuntary Idleness.
Index to Colonial Papers, Albany, 1864.
James, D., The Unaccountable Man.
Life of Cutt Quinlan.
Lyell, C., Pigeon Keeping for Amateurs.
Legal Laughs.

Joseph Shortell, Care of Publishers' Weekly.

A New Dictionary of the English Language, William Pickering, London, 1836.

Sibley, Lindsay & Curr Co., 432 4th Av., New York.

Logonis, Youth of Wordsworth, tr. Matthews.
Life of Alexander III, Macmillan.

S. D. Siler, 930 Canal St., New Orleans, La.

United States Geological Survey Folios:

Pike's Peak, no. 7.
Philadelphia, no. 162.
Santa Cruz, no. 163.
Watkin's Glen, no. 169.
Passaic, no. 157.

Smith Bros., Inc., 470 13th St., Oakland, Cal.

Royal Favorites, Menzies.
Henry the Third, King of Poland and France, His Court and Time, Freer.

Smith & Lamar, 1308 Commerce St., Dallas, Tex.

Symbolic of Masonry, J. B. Buck.
Burton Holmes Travelogues.
Encyclopedia Britannica, 11th ed.
New International Encyclopedia.
Nelson's Loose Leaf Encyclopedia.
Ridpath's Histories.
Harvard Classics.
Book of Knowledge.
Stoddard's Lectures.

Smith & Lamar, Nashville, Tenn.

Baldwin's Armageddon.
Watson's Biblical and Theological Dictionary of the Bible.

Smith & McCance, 2 Park St., Boston.

Milmine's Life of Mary E. Eddy, any ed.
Science and Health, 1875-78 and 1881 ed.
Science of Man, 1876 and 1879 ed.
Christian Science Journal, 1883 to 1890, vols. or nos.

Clarence W. Smith, 44 East Av., Rochester, N. Y.
Memoirs of Casanova, 12 vols.

Geo. D. Smith, 547 Fifth Av., New York.

Log College, A. Alexander, Princeton, 1845.
History of North America, W. Cooper, London, 1789.
Hain's Repetitorium, 4 vols., 1826-38.
Brunet's Manual, 8 vols., 1860-80.
Panzer's Annales, 12 vols., 1793-1808.
Funeral Eulogium on Aaron Burr, W. Livingston, N. Y., 1758.
Autographs of Joseph Clay, Jr.

P. Stammer, 61 4th Av., New York.

Lockwood Family in America.
Moorehead, Stone Age of North America.
Patterson, Nautical Encyclopedia.
Tour in the Four Great Rivers.
Whiting Genealogy, Lazell.
Memoirs of Henry Villard, vol. 2 only.
Schmidt, Shakespeare Lexicon, vol. 2 only.
Hoffmann, Weird Tales, vol. 2 only.

Standard Book Co., 98 Park Pl., New York.

Goold-Brown's Grammar of Grammars, good condition.
The Merchant of Killogne, Downey, pub. by Dunbar, Scotland, new or second-hand.

Stanford Book Store, Stanford University, Cal.

Muret-Sanders, Encyklopädisches Wörterbuch der Englischen und Deutschen Sprache, Teil 2, Deutsch-Englisch, Grosse Ausgabe.

State House Book Shop, 221 S. 5th St., Philadelphia.

Hutchinson, Witchcraft, London, 1720.
Early histories of the States; scarce items only.

State House Book Shop—Continued.

Hoff's Agricultural and Commercial Almanac for the States of Georgia and the Carolinas.
Gesetze der Republik Pennsylvania, 766 pp., octavo, Reading, Pa., 1807.
Livingston, Franklin and His Press at Passy, Grolier Club, 1914.
Columbian Magazine, vol. 1, Phila., 1786; imperfect may do.

F. C. Stechert Co., 29 W. 32d St., New York.

Mabie, Reading and Home Study.
Lang, Homer and His Age.
Aristophanes, Ecclesiastes and Frogs, ed. Rogers.
Tolhausen, Spanisches Wörterbuch, 2 vols. in 1.
Flammarton, Astronomie Cartouche.
Goethe, Werke.
Hyde, Hymnal Sermon Pictures, 1893.
Hyde, Sermon Pictures for Children's Service, 1892.
Timbs, Abbeys, Castles and Ancient Halls of England and Wales, 3 vols., 1902.
Oliphant, Sketches of Reign of George II, 1870.
España Sagrada, 1747, 1879, 51 vols.
Boker, Poems and Plays, 1856.
Bledsoe, Examination of Edward's Inquiry in Freedom, 1845.
Young, Fractional Distillation.
Choate's, Rufus, Addresses and Orations.
Henderson, Locomotive Operation, 2d ed.
Rymer, Foedera, 20 vols.
Bushell, Chinese Art, 2 vols., 1906-7.
Hagopian, Turkish Grammar.
Taggart, Biog. of R. Taney, 1907.
Alexandrow, Russian-English Dictionary, 2 vols.
Hastings, Bible Dictionary, 5 vols.
Clement, Rome the Eternal City, 2 vols.
Jowett, Plato, and Index.
Skeat, Princ. of Etymol., Series 2, Foreign Element.
Ogg, Opening of the Mississippi, 1904.
Bryce, Two Centuries of Irish History.
Egerton, Short History of English Colonial Policy.
Dilke, Problems of Greater Britain, 1890.
Holdermann, Study of the Greek Priestess.
Eltzbacher, Germany's Food.
Harrison, The German Peril.
Allen, Scholia to Plato.
Hanus, Measuring Progress in Learning Latin.

G. E. Stechert & Co., 151 W. 25th St., New York.

American Naturalist, vols. 23, 46 of all.
Laufer, Chinese Pottery of Han Dynasty.
Ophthalmoscope, 1912, 1913.
Poet Lore, vol. 2, no. 5, May, 1890.
Science, new series, vol. 2 or no. 47.
Dickens' Works, set, Centenary ed.
Drama Quarterly, nos. 1, 4, 15.

Cram, Standard American Ry. System Atlas World.

E. Steiger & Co., 49 Murray St., New York. [Cash.]

G. H. Lewes, Goethe's Leben und Werke.
Callender, Manual of Cursive Shorthand.
Valdés, José, English trans.
Comparetti, Virgil in the Middle Ages, trans. by Benecke.
Heyse, Maria von Magdala, English trans.

B. F. Stevens & Brown, 4 Trafalgar Sq., Charing Cross, London, W. C., Eng.

Brevoort, Letters to Washington Irving.
Campbell's Historical Sketches of Colonial Florida.

Stewart & Kidd Co., Cincinnati, O.

Statesman's Year Book, 1911-1912.

W. K. Stewart Company, Indianapolis, Ind.

J. F. Jameson, Treatise on Constitutional Conventions, 4th ed.
Carl Schurz, Reminiscences.
Henry Crabb Robinson, Diary, Reminiscences and Correspondence.
Library of World's Best Literature, Charles D. Warner, 31 vols.
History of Jay and Blackford Counties, Indiana, Chicago, Lewis Pub. Co.

W. K. Stewart & Co., 425 S. 4th Av., Louisville, Ky.

Spirit Intercourse, H. McKenzie.
Ayesha, Rider Haggard.

Stix, Baer & Fuller Dry Goods Co., St. Louis, Mo.

Government and Parties in Continental Europe, A. L. Lowell.
Pearls of Thought, Grace Townsend.

BOOKS WANTED—Continued

Strawbridge & Clothier, Philadelphia.

Violet, Magruder, Longmans.

The Sunwise Turn, Inc., 2 E. 31st St., New York.

The Married Woman, Fernald.

Century Dictionary, second-hand.

Allegretto, Gertrude Hall, illus. by Oliver Herford, Little, Brown & Co., about 1894.

J. F. Taylor & Co., 116 Nassau St., New York.

Persian Literature, 2 vols., Lamb Pub. Co.

Gardner Teall, 80 Washington Sq., New York.

Ipswich Prints, Arthur Dow.

Zeitschrift für Bildende Kunst.

Japan and Its Art, M. Huish.

Statesman's Year Book, last ed.

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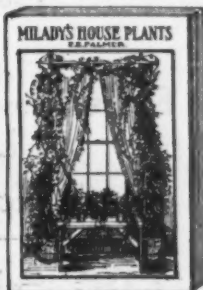
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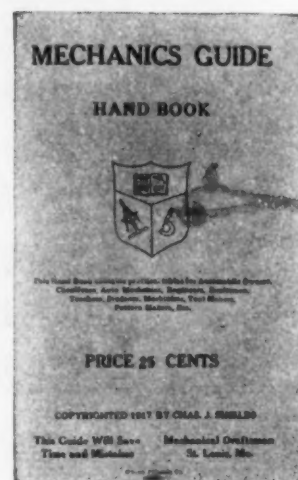
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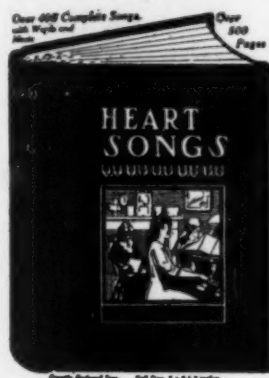
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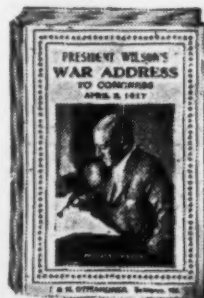
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